

Abstract

Title: Corporate identity of Water Sports Club, z. s.

Objectives: Aim of this thesis is analysis of Water Sports Club association's contemporary corporate identity. On the basis of that analysis here will be created offers and recommendations to improve global corporate identity of organization and its image in general.

Methods: In the thesis were presented special methods of qualitative research. I've used theoretical knowledge and information which I've found with the help of selected researching methods as the foundation for the contemporary documents' analysis and global corporate identity. Collection of the necessary information was made via depth non-structured conversation with the association's chairman and focus group which consisted of association's internal members.

Results: The result of my doctoral thesis is analyzing the surroundings of the association. Alongside were created recommendations and ideas to improve corporate identity of the organization which would positively effect on the association's image in general.

Keywords: public relations, corporate identity, SWOT analysis, Water Sports Club, z. s.