

Abstract

The thesis deals with the use of marketing and public relations in the Czech sporting environment on the example of FC Viktoria Plzeň football club. The theoretical part of the thesis describes marketing and PR disciplines in both classical and sporting way to point out their specifics in the sporting environment. Moreover, the theoretical part of the work presents football as the most popular sport on the planet, and describes the Czech football environment. At the end of the theoretical part FC Viktoria Plzeň is presented. For most of its history, FC Viktoria Plzeň has been rather an average football club. However, in 2011 the club celebrated its centennial anniversary with the first master's title in the Czech top football league, which was the beginning of the club's successful era. The following sporting achievements drew the attention of fans, media and sponsors, to which the club had to respond with changes in its communication activities. The analytical part of the thesis deals with a descriptive analysis of the development of these activities especially towards the fans from 2011 to 2016, when the club won the league for the fourth time. Attention is paid mainly to changes in club presentation, online communication, event management and crisis communication.