

Abstract

The main object of this thesis is to examine, evaluate and suggest improvements for online communication of Prague International Marathon together with the largest Czech series of road races, RunCzech. In order to pursue this goal, I have conducted a survey among 158 runners. In the theoretical part, the basics of marketing, branding and consumer buying behaviour are mentioned. Great attention is paid to marketing in the online environment, especially on social networks. For the conclusions of my work, I also use internal data of RunCzech, which was provided to me by the company. In addition to internal data and interviews with RunCzech marketers, I also conducted a content analysis of RunCzech profiles on Facebook and Instagram to find their shortcomings. RunCzech races are also compared to major international races such as the Virgin Money London Marathon and the Boston Marathon.