

Title of thesis:

Project communication strategy of the football club SK Sigma Olomouc, a. S.

Title of thesis in English:

The Project of Communication Strategy for the SK Sigma Olomouc Soccer Club

Objectives of the thesis:

-Tvorba Project communication strategy of the football club SK Sigma Olomouc, a. S.

- Analysis of the current state of marketing activities of the football club SK Sigma Olomouc, a. S.

Methodology thesis:

- Dotazování- individual personal interview.

- Analysis of material skutečností- document analysis and analysis of physical traces.

Result of the thesis:

- Project communication strategy of the football club SK Sigma Olomouc, and.. With regard to the relevant target groups.

Keywords:

- Marketing, sports marketing, communication, communication strategy, media, football.