

## **Abstract**

- Title:** Public relations of the SportFotbal company
- Objective:** The main aim of the diploma thesis is to analyse the current state of the Public Relations (PR) activities of SportFotbal in relation to the target public and make recommendations for improvement.
- Methodes:** In the process of assembling information some internal documents of SportFotbal were used. In addition to these interviews with the marketing and business manager were conducted. This formed the basis for the format adopted and influenced the assumptions of the company towards stakeholders. Through informal interviews and discussions with the management of the company, further information about the functioning of the company was obtained.
- Results:** The outcome of the analysis of the SportFotbal Public Relations for the year 2017 is clearly stated in the presented diploma thesis. The results of in-depth interviews, analysis of texts and documents indicate that the public relations medium was not sufficiently utilized in the environment considered. Based on these findings, proposals were drawn up for the effective use of public relations of the medium for the year 2018. The concept adopted is a plan for organizing events for interest groups. Other avenues were created by way of the use of online communications. An important component of the concept is the plan for the training of employees of individual departments. To measure the success of PR campaigns, it is proposed to use electronic inquiry, monitor frequency of visits to the website and the number of fans on Facebook coupled with the degree of satisfaction with the purchase on the server Heureka.cz. The proposed budget of the PR activities for the year 2018 is also indicated in the presentation.
- Keywords:** customers, football, social media, CSR, marketing