

Abstract in English:

- Title:** Marketing communication of the Nolimits fitness center
- Goals:** The aim of this work is to analyze and evaluate the current marketing communications of the Nolimits fitness center and to develop a proposal for its improvement.
- Methods:** I used high quality research in the form of a semi-structured interview, structured interview questionnaire arch, social network monitoring and internal document analysis.
- Results:** In conclusion for this work, the marketing communication methods of the Nolimits fitness center fulfills its main purpose, although there is a potential scope for making it more effective. The output is to enhance existing and design new communication tools to fulfil the development. In addition, another factor for improvement would to focus on using social networks and websites more efficiently. The proposal also includes advacements in employee training and related personal sales, design of a new booklet, video clip reworking and the use of the guerilla marketing event.
- Key Words:** Fitness, Sport, Promotion, Milon circle, Personal sale

