

Abstract

Title: Marketing communication in selected swimming schools in Prague region

Objectives: The goal of this thesis is to evaluate the marketing communication in five selected swimming school in Prague and propose new and more effective marketing communication for different types of customers.

Methods: I have used qualitative and quantitative marketing research methods. From the qualitative I used the technique of in-depth interview with the owners of swimming schools and structured observation. From the quantitative I chose the technique of electronic questionnaires. The primary data of swimming schools helped me to achieve the finale results.

Results: Based on the results, I found that the most effective and most used communication tools are websites. Most potential customers search information on swimming schools on websites. Another very important tool is personal recommendation, that has a great impact on potential customers. On the contrary, social networks, posters, leaflets or TV advertisement has no effect.

Keywords: marketing communication, customers, swimming schools, marketing research, marketing tools, websites, social networks, word of mouth