

Abstract

This bachelor thesis focuses on topic of ambush marketing using an example of 2015 Ice Hockey World Championship that took place in Prague and Ostrava.

In the thesis the overall theory of ambush marketing was summarized including several real examples from the world of championships and olympic games. I also introduced the topic of sponsorship to clearly set the differences between these two types of communication. Thesis also focuses on the legal and ethical limits this marketing method has.

Even though using ambush marketing is a growing trend the general public tend to not know about it. According to the research done within this thesis people rarely know the term however they are good at recognizing it. In general people look at ambush marketing rather negatively and believe it is not ethical.