

## **Abstract**

**Title:** Marketing Communication of TENIS PRO DETI

**Objectives:** The main aim of this thesis is to improve the marketing communication of beginning project TENIS PRO DĚTI or to suggest completely new marketing communication of TENIS PRO DĚTI according to the results of author's analysis.

**Methods:** There was used mainly primary sources in this thesis. The quantitative and qualitative research was used to evaluate current marketing communication. As quantitative research was chosen a questionnaire. There was used an interview as qualitative research. Also, the TENIS PRO DETI's Facebook profile and website was analysed.

**Results:** There was find out the marketing communication is not use effectively nowadays. Accordingly, it was suggested to improve actual communication tools. Also, there was suggested new communication tools to reach the aims of the project TENIS PRO DĚTI. Namely, the proposed tools include, for example, realization of recruitment events or establishing partnership with the media.

**Keywords:** training, communication mix, recruitment, sports playgroup