

Abstract

- Title:** The Proposal for Marketing Communication of „APM Sport“ store
- Goals:** The goal is to analyze and evaluate the current marketing communication of the „APM Sport“ store, based on the acquired data and findings and propose a new improved marketing communication of the store.
- Methods:** Methods of both qualitative and quantitative research have been employed to assess the marketing communication, specifically an interview with instructions and analysis of internal documents. Later these methods were supplemented by quantitative research, namely polling of both actual and potential customers.
- Results:** The output of the work is a proposal for the improvement of the marketing communication of „APM Sport“ store, including new means of communication and efficiency improvement of the current means. It is particularly the enhancement of the loyalty program, personal sale during the outgoing events and increase of PR cooperation. Newly there is a proposal for communal outdoor events, employment of outdoor advertising and guerilla marketing.
- Keywords:** customer, polling, communication mix, promotion, sporting goods