

Abstract

Title: Marketing communication of shop and e-shop Sporticus

Objectives: The main objective of this master's thesis is to analyse and evaluate marketing communication of shop and e-shop Sporticus. Based on the acquired knowledge, then propose adjustments to streamline the already established activities in the field of marketing communication and at the same time present new measures and opportunities that should contribute to exploiting the potential and further development of shop and e-shop Sporticus.

Methods: Qualitative research methods were used for the analysis of marketing communication. Specifically, a semi-structured interview with the shop owner, sales manager and administrator of e-shop. Selected internal documents and statistics (Heureka, SEO test, Facebook, business results) were analyzed. The selected method was accompanied by the participant observation, because the author has been regularly in direct confrontation with development of shop and e-shop Sporticus since September 2016. Selected methods provided the author evidence for designing appropriate changes and measures.

Results: The evaluation of marketing communication revealed mostly positive results, which correspond to predominantly positive ratings in online shopping comparison engines. The qualitative methods helped to identify shortcomings and find possible ways for improvement. The individual measures introduced in the thesis were proposed to the owner and consulted with the staff of Sporticus. Most of them were put into practice and from the interim results and statistics it can be stated that they were benefit to the business.

Keywords: communication mix, online communication, online shopping, promotion, Sporticus