

Abstract

Title: Marketing communication of the team HC Slavoj Velké Popovice

Objectives: The aim of this study is on the basis of current marketing communication of the club HC Slavoj Velké Popovice and conducted quantitative research to present specific proposals that will lead to improvement and to reach out to wider number of parents of potential players.

Methods: In this study quantitative research methods were used and results of research were closer described in analytical part of the study. Quantitative methods were carried out in the form of electronical personal survey. 75 parents of the children that fall into categories squirt team took part in the electronical survey. During personal questioning 100 respondents that represent current fan club of Slavoj Velké Popovice were inquired. Additional used methods were informal interviews with representatives of the club and consecutive analysis of internal documents.

Results: On the basis of evaluation of the survey was discovered that marketing communication of the club HC Slavoj Velké Popovice uses individual communication instruments ineffectively. Following analysis discovered the main reason that is related to published information that is not up to date. That is why were proposed various measures that will help the club with development of particular instruments.

Key words: Ice hockey, sports marketing, communication, propagation, club events, sponsorship