

Abstract

Name: Marketing communication plan for Pojd' hrát hokej project

Goals: The goal of this thesis is to evaluate the implementation of marketing communication for Pojd' hrát hokej project, identify its weak spots and suggest specific steps for improvement

Methods: We used primary and secondary sources of data in this thesis. We carried out a quantitative questionnaire-based research among the target group which consisted of parents of kids who visited Týden hokeje in January 2020. We also carried out a qualitative research based on interview with guidelines (The team leader of Pojd' hrát hokej project PhDr. Pavel Landa, Ph.D was the interviewee). We analyzed internal database of Czech Hockey, specifically the marketing plan presentations and online media budget. We also went through the public materials connected with project, specifically their frequency and topics.

Results: According to our research the marketing communication of Pojd' hrát hokej project is on very high level. Respondents noticed it mainly on regional level. Results showed that the weakest side of communication is the print media advertisement which is not profitable. We suggest considering different time period for this part of campaign or decrease its budget and use it on social media advertising. Furthermore we suggest changing graphic details in printed materials and raising awareness in kindergartens and elementary schools. Use of TikTok in communication could help to increase ice hockey popularity in Czech republic.

Keywords: ice hockey, marketing communication, recruiting