

Abstract

- Title:** Marketing communication of the athletic club AŠK Slávia Trnava
- Objectives:** The main objective of this bachelor thesis is to evaluate the current state of marketing communication of the athletic club AŠK Slávia Trnava. The partial aim of the thesis is to define, based on interviews and collected information, strengths and weaknesses in the club's marketing communication.
- Methods:** Methods of qualitative nature were used in this bachelor thesis. The methods include the analysis of relevant documents, social media, websites etc. Also observations and semi-structured interviews with the club chairman and athletic coaches.
- Results:** The result of this bachelor thesis is an evaluation of the current marketing communication of the sports club AŠK Slávia Trnava and steps that could lead to its improvement in the near future.
- Keywords:** marketing, athletics, communication mix, qualitative research