

Abstract

Title: Utilization of Instagram in the Czech women's national football team's Marketing Communication.

Objectives: The aim of this thesis is to present recommendations for improving the marketing communication of the Czech women's national football team on Instagram.

Methods: The main research method used in this thesis is the analysis of the posts of the Czech women's national football team, published on Instagram during a predefined period. Other methods that were used in this research are the analysis of secondary data as well as elaborated interview with an expert in the field of social media marketing communication.

Results: In this thesis was found that the current marketing communication of the women's football team is well managed, however certain imperfections and shortcomings were revealed. It is necessary to avoid these imperfections and shortcomings in order to maintain the quality of communication. Based on this knowledge, specific recommendations that have the potential to improve the level of communication were proposed.

Keywords: Social Media, Sport, Marketing, Women's Football