

Abstract

Title: Marketing Communications HC Slavia Praha

Objectives: The aim of this work is to analyze the marketing and communication mix of Slavia Prague Hockey Club and highlight its strengths and weaknesses. The next task is then to propose possible measures that would improve marketing communications and the marketing mix.

Methods: The survey research method is used analysis of internal and external factors, interviews, case studies, document analysis and observation.

Results: After analyzing marketing communications HC Slavia Praha has identified a number of shortcomings. In the eighth chapter of the thesis paper proposes a researcher, as in practice.

Keywords: marketing, marketing communication, hockey, Slavia, promotion, advertising, public relations