

**Abstract:****Title:**

Three Chosen Football Clubs' Marketing Towards Fans

**Objective:**

Analysis of the marketing program three football teams and its application towards the fans on the literature, obtained materials and conducted interviews.

**Methods:**

Marketing analysis was performed by analysis of internal and external documents and publications relating to the topic, followed by unstructured interviews with fans and semi structured interviews with representatives of clubs SK Slavia Praha and FC Flora Tallinn. A case study was based on the study of sport organizations and institutions and captures descriptions of the relationship and defines the complexity of the problem. This descriptive case study is supported by SWOT analysis.

**Results:**

Comparison of marketing programs of examined football clubs and the ways in which these programs are applied.

**Keywords:** Marketing, marketing mix, sports marketing, communication, fans