

Abstract

In the opening chapters of this thesis are described the individual components of the marketing and communication mix and also the most important moments in the history of the AC Sparta Praha fotbal, a.s. The main objective of this thesis is the analysis and evaluation of the major factors of marketing communications and public relations methods of the club in 2009–2011 leading to the conclusion that Sparta Praha is from this point of view best functioning club in the Czech Republic. This was achieved by illustrating the development of the number of spectators at matches and number of fans on the social network Facebook and its consecutive comparison with the other club playing in the first Czech football league.