

The subject of this bachelor thesis named Communication activities of Czech Badminton Federation in season 2013/2014 is mapping and evaluating of these activities, which are based on theoretical knowledge of sport marketing. This thesos is focused on theoretical definition of sport marketing, description of 4P in sport and on the following practical application of these theoretical findings on Czech Badminton Federation and badminton in the Czech Republic. Description and evaluation of communication activities of Czech Badminton Federation between August 2013 and June 2014 is the main goal of this bachelor thesis. SWOT analysis and comparison of communication activities along with another sport organizations and proposition for future innovations are also included in this thesis.