

Abstract

Title: Marketing communication of club Bohemians 1905

Objectives: The aim of this work is to analyze marketing communication of Bohemians 1905 Football Club and to highlight its strengths and weaknesses. The next task is to suggest possible solutions that would improve marketing communications.

Methods: In the work are used methods of interviews and document analysis.

Results: After analyzing marketing communication Bohemians 1905 were found a number of shortcomings. In the sixth chapter of the thesis is mentioned how to solve them.

Keywords: marketing communication, sponsorship, interview, FC Bohemians 1905