

Abstract

- Title:** The proposition of marketing communication of Wellness center Ostrov in Strakonice.
- The aim:** The goal is analyse people's current awareness of Wellness center Ostrov in Strakonice, using obtained data, and subsequently, based on the results, make a draft of new marketing communication of Wellness center Ostrov in Strakonice.
- Methods:** The methods of qualitative research were used in this thesis, namely the interview (the dialogue according to the instructions) and participant observation. As for the qualitative research, the method of personal inquiry was applied.
- Results:** The result of this bachelor thesis is the draft of marketing communication of Wellness center Ostrov in Strakonice. The draft includes certain upgrades which were not at Wellness centrum management's at the time when this thesis was being written. It lays emphasis on marketing on social networks, its connection and administration. It also suggests the use of other means of communication, e.g. radio, advertising, leaflets, posters.
- Key words:** Marketing of sport, marketing communication, interview, wellness center, fitness