

## **Abstract**

**Title:** Public relations AC Sparta Praha fotbal a.s.

**Objectives:** The aim of this thesis is to evaluate public relations of AC Sparta Praha fotbal a.s. This thesis is mainly focused on evaluating the work of the department of communication and PR. The aim is to analyze and describe all the communication channels of the club.

**Methods:** This thesis uses an electronic questionnaire, which is filled by Sparta supporters. The other method is an interview with an employee of Sparta, who is a member of the department of communication and PR. Another method is the analysis of internal documents of the club.

**Results:** The supporters are satisfied with the work of the department of communication and PR. Sparta uses three basic communication channels, which include social networks, magazine Sparta do toho! and an official web page. Sparta should improve its video materials and should begin to do more informal interviews with the players.

**Keywords:** AC Sparta Praha fotbal a.s., football, public relations, corporate design, questionnaire, new media