

Abstract

Title: Marketing communication of Czech Olympic Foundation

Objectives: The aim of this thesis is to analyze and evaluate the current marketing communication in Czech Olympic Foundation and according to these knowledges to create a project presenting proposals for the improvement of the marketing communication of this organization to increase the efficiency in use of the individual parts of the communication mix and to introduce new unused instruments.

Methods: For the evaluation of the marketing communication are chosen both quantitative and qualitative research methods. The method of electronic interrogation with a sample of available respondents is realized. Data collection is carried out thanks to prepared questionnaires which are sent by electronic mail to each interviewee. The method of indepth interview with the manager of the project Czech Olympic Foundation is also used to find out all current communication channels.

Results: The outcome of this thesis is a proposal of the marketing communication containing new communication instruments and ways to increase the efficiency of the existing ones which are based on the analysis and evaluation of the current status of exploited marketing instruments.

Keywords: communication mix, promotion, non-profit sector, foundation, indepth interview, electronic interrogation