

Abstrakt

- Title:** Outdoor Training Club's Marketing Communication
- Goals:** The aim of the thesis is to evaluate current club's marketing communication and come up with the suggestions of how to improve marketing communication, which would be benefit for the club and it helps acquire new potential customers.
- Methods:** Electronic and written questionnaire, informal semi-structured interviews, document analysis.
- Results:** Based on research and interview with the owner, I found that the current marketing communications is very weak and in terms of funds, it is necessary to focus primarily on its cheaper forms such as websites and social networks. The result of the work are suggestions for improvement of marketing communications.
- Keywords:** marketing communication, communication mix, marketing, outdoor sports, social networks