

## ABSTRACT

**Dissertation title:** A marketing koncept for the Znojemští Orli Ice-hockey Club.

**Dissertation aims:** To suggest new directions, procedures, possibilities and opportunities to take in terms of sponsoring and promotion.

**Method:** The ice-hockey club has been analysed by means of the SWOT method, descriptive and comparative analysis.

**Results:** New possibilities and alternatives how to promote the club, feasible and easy to carry out.

**Key words:** Marketing, advertising, promotion, sponsoring, public relations.

This dissertation is mainly focused on marketing activities of the Znojemští Orli Ice-hockey Club. The aim hereof is to suggest and to propose some substantial changes in order to make promotion of the club more effective.

In the theoretical part I have dealt with basic terms and definitions related to marketing, particularly marketing communication, sponsoring and advertising in the field of sports.

In the practical part, all knowledge gained from the previous part is adapted and applied as new suggestions in marketing concept of the club. There is mentioned analysis of inside and outside entourage of club, which show some substantial strenghts and weaknesses of the club and some possible opportunities and threats. I have put forth some advertising and promotion events and activities, some ways have to enhance co-operation with club partners and fans and methods by which the club could gain more potential partners.