

Abstract

Title: Marketing communication of the SK Slavia Prague

Objectives: The following bachelor thesis is focused on the analysis and evaluation of the current marketing communication of football club SK Slavia Prague. Based on the detected state, proposals and measurements are made to improve its marketing strategy.

Methods: In the practical part of this thesis, quantitative methods, such as analysis of official webpages, social media profiles, documents and various texts, are used. Marketing research is based on interview with an employee of Slavia's marketing department and semi-structured interviews with 3 fans of the club.

Results: This thesis has revealed that the club could work with some communication tools more effectively. It has been found that some communication tools the club does not use at all. Important part of this thesis is proposal of possible options how to improve marketing communication between the club and supporters.

Keywords: Communication mix, football, fans, public relations