

Abstract

Title: Comparison of marketing communication of selected Chance League hockey clubs

Objectives: The following bachelor thesis is focused on the analysis and comparison of the current marketing communication of three ice hockey clubs playing Chance League. Based on the results of marketing qualitative research including semi-structured interviews with representatives and fans of each club.

Methods: Marketing research is based on interviews with employees of each club and semi-structured interviews with 2 fans of each club. Based on these results the comparison method is used.

Results: This thesis compares clubs in marketing communication. The research shows that clubs could use some communication tools more effectively. It has been found that some communication tools are not use at all. In conclusion there are written short recommendations for improving marketing communication for each club.

Keywords: marketing, ice hockey, fans, public relations