

Abstract

Title: Web presentation of basketball clubs in Kooperativa NBL

Objectives: The main objective of this diploma thesis is to create a summary of recommendations for the web presentation of the sports club through marketing research based on the evaluation of existing websites, but also based on the requirements, recommendations and expectations of website visitors.

Methods: There are used two interdependent methods in the thesis. The first method is the content analysis of the website, which was subjected to 12 websites of KNBL clubs. The second method is Focus Group, which was attended by 8 selected respondents.

Results: The research results show that the web presentation of clubs in KNBL is on the high level. The results show that the expectations and demands of visitors in certain areas do not meet the reality on the website itself.

Keywords: Internet, web page, online marketing, online communication