

Abstract

- Title:** Marketing activities of the HC Orli Lanškroun Ice hockey club and improvement suggestions
- Objectives:** The main goal of this bachelor thesis is a proposal for changes in the marketing activities of the hockey club HC Orli Lanškroun and to propose new marketing activities to apply in the club
- Methods:** Analysis of marketing activities based on the strengths and weaknesses, monitoring of social networks and websites to identify shortcomings on these social network platforms, interviews to obtain detailed information from the environment of the hockey club
- Results:** The result of analyses are acknowledged shortcomings in the area of marketing activities and in this connection to propose their changes for selected groups of customers: expand the offer list of advertisements for sponsors, VIP hospitality program for sponsors, use of the direct marketing in arranging sponsorship, recruiting employee for sponsoring position, proposals in the pricing scope for fans, increasing club awareness, improving the environment for fans, adjusting details of the event "Pojd' hrát hokej", providing equipment for elderly players, improving facilities for players, changes in the field of website and social networks, design three new marketing activities applicable in this club (competitions for fans, sponsorship stalls, mascot)
- Keywords:** Marketing mix, communication mix, HC Orli Lanškroun, sponsorship, interview, social networks, websites