

Abstract

The topic of this bachelor thesis is the marketing communication of the baseball club Blesk Jablonec in the context of the Czech baseball environment. This batting sport does not enjoy such popularity in our conditions as other, more traditional sports, and therefore it is on the border of amateur and semi-professional sport, with the fact that it is getting closer to the former. However, its popularity is still growing, and this is more or less successfully reflected in the marketing communication of individual clubs and the Czech Baseball Association in an effort to promote its popularity and attract new players, fans or partners. This thesis examines the marketing efforts of the club Blesk Jablonec, where the author is a player. Other clubs and the Czech Baseball Association are used in the thesis mainly for comparison. The thesis consists of an introduction to basic marketing terms and concepts and a narrower focus on sports marketing, an introduction to the Czech baseball scene, an analysis and evaluation of Blesk Jablonec's marketing activities, quantitative research through a questionnaire survey to paint a more accurate picture of the public's perception of baseball and the club's social media activities. The insights gained from the analysis and questionnaire survey will ultimately serve to suggest changes and improvements for marketing communication.