

## **Abstract**

This bachelor's thesis deals with the communication of the largest Czech hunting interest organization - the Českomoravská myslivecká jednota, z.s. (Czech-Moravian Hunting Association, registered association). The thesis also focuses on the public opinion regarding hunting and communication within the hunting domain. The main objective of this work is to present the communication mix of the Czech-Moravian Hunting Association its marketing strategies, and internal communication. The first part of the thesis defines the theoretical framework related to hunting, communication, and marketing in interest associations. The theoretical and methodological context of the researched concepts and subjects is introduced.

In the methodological section, research objectives and utilized research methods are thoroughly described. The practical part contains the actual research, which is essentially divided into two main sections - one comprises a questionnaire survey, while the other focuses on individual components of the communication mix of the Czech-Moravian Hunting Association. At the end of the practical section, a set of recommendations concerning communication and public relations of the Czech-Moravian Hunting Association is presented. Apart from this bachelor's thesis, there are not many specialized works in the field of communication for hunting organizations. This work contributes to expanding the theoretical knowledge in the area of hunting and communication within nonprofit interest organizations.