

Abstract

This thesis deals with a detailed examination of the marketing communication of the Czech language version of the American golf magazine GolfDigest. The aim is to understand the links with the marketing mix and to analyse the different marketing communication tools. The theoretical part focuses on the explanation of acronyms, golf marketing, print media marketing and marketing mix. Emphasis is placed on marketing communication tools such as direct selling, advertising, sales promotion, direct marketing, online marketing and public relations. The thesis also includes situational SWOT analysis, PESTLE and Porter's five forces model.

The analytical and descriptive part focuses on the Czech and Slovak golf market and analyses the American magazine GolfDigest. The marketing mix is examined, including product, price, distribution and marketing communication, which includes advertising, emailing, websites, social media and more. Competitive analysis includes Golf magazine and Premium Golf. Based on the findings, recommendations for improvements are proposed for the website, emailing campaigns, social media and the Open Tour. The goal is to strengthen GolfDigest magazine's marketing communications and increase its competitiveness.

The thesis provides a comprehensive view of the marketing communication of GolfDigest magazine and can serve as a source of inspiration for further research in the field of marketing and sports media.