

Abstract

My bachelor thesis „Marketing communication analysis of the Czech Olympic team during the 2022 Olympic Games“ examines the complex marketing communication of the Czech Olympic Team using available data. In the thesis I first describe the theoretical foundations of the field of marketing and sports marketing, then I introduce the issues of marketing communication within the Olympic Games. In the practical part, with the help of semi-structured interviews with members of the Czech Olympic Team marketing team and SWOT analysis, I draw conclusions and offer recommendations for further marketing communication strategy of the Czech Olympic Team. The thesis examines in detail all marketing tools and channels of the Czech Olympic Team.