

## **Abstract**

**Title:** Marketing communication of selected swimming pools in Prague through specific communication tools

**Objectives:** This bachelor thesis aims to evaluate selected parts of the marketing communication of selected swimming pools, compare them with each other, and in case of shortcomings, propose recommendations for their removal and overall improvement of the studied parts of marketing communication.

**Methods:** The first research method will be a qualitative method of personal observation, where the author will personally visit swimming centers and evaluate their marketing communication at the point of sale. The second research method in this thesis will be a questionnaire survey, in which the usability of the websites of each swimming centre will be verified.

**Results:** The proposal for improvement is based on the previous analysis of the current marketing communication. The proposal identified specific POP materials that could improve marketing communication at the point of sale. Another result is a proposal for improving the website, which was based on previous quantitative research. The recommendation identified specific steps to improve the usability of the website.

**Keywords:** point-of-sale marketing communication, online marketing communication, website, swimming pools