

## **Abstract**

**Title:** Strategic work with brand in Czech football clubs

**Objectives:** The main aim of this work is to map the situation in area of strategic work with brand in Czech professional football clubs and others related areas.

**Methods:** This thesis used quantitative method for fulfilling its aim, represented by questionnaire survey. Clubs of FORTUNA:LIGA and selected clubs of FORTUNA:NÁRODNÍ LIGA were attended in the questionnaire survey. A wide range of question types were used within the survey, so it can provide as accurate mapping of the situation in clubs as possible.

**Results:** This thesis allows situation mapping of strategic work with brand and its related areas. Furthermore, it provides insights from the club's perspectives on this area as well as areas related to this topic. Clubs expressed their perception of brand's potential, along with an overview their strong and weak spots.

**Keywords:** sports marketing, brand, football, FORTUNA:LIGA, FORTUNA:NÁRODNÍ LIGA, League football association