ABSTRACT

Title: Marketing Strategies of Czech Football Clubs: Targeting Fans through Match Programs

Objectives: The aim of the thesis is to present recommendations to increase the level of fan experience on match day with regard to the objectives of marketing teams in reaching their defined segments of people. The thesis offers a cross-comparison through interviews with high-level marketers of selected first league participants of the highest Czech football competition, complemented by direct observation and data analysis, focusing on the essence and justification of the individual steps implemented by the clubs in the matchday programme in relation to their strategic targeting.

Methods: The thesis uses a qualitative research approach with selected professional football clubs in the top Czech football competition, specifically in-depth semi-structured interviews with high-level marketing staff, focusing on their perceptions, experiences and decision-making processes in the field of marketing, together with the essence and justification of the individual steps they implement. The research also includes direct observation of match programmes and analysis of data collected from football clubs and publicly available sources. The thesis then conducts a comparative analysis to compare the differences and similarities in marketing approaches between the observed entities.

Results: The result of the thesis is a recommendation to increase the level of fan experience in Czech professional football clubs. It also takes into account the objectives of marketing teams to reach their defined segments of people. The proposal was compiled based on research that used the above methods. The proposal includes the steps of the marketing setup and points to improve the program throughout the match day.

Keywords: Stadium attendance, demographic and geographic structure, matchday program, atmosphere, entertainment, experience, interaction, data, CRM, optimisation, target group.