

Abstract

Title: Marketing Communications of HISPORT Ltd. Company

Goal: The goal is to describe and evaluate the current situation of marketing communications of HISPORT Ltd. company based on analyses, which were made. Then in the consequence create new methods and tools of marketing communication that could be used.

Methods: The method used in this paper was a qualitative descriptive case study, which was prepared based on the analysis of documents and personal interviews, namely semi-structured interview with a member of the company.

Results: The outcome of this work is a new marketing communication strategy for the period May 2013 to August 2014 of the company HISPORT, Ltd., which was created based on the summary of the advantages, disadvantages and possible extension of existing marketing communications. The strategy includes adapted existing and new means of promotion, description of these tools, media-timing plan and financial plan.

Keywords: marketing, marketing communications, advertising, personal interview