

ABSTRACT

Title: Marketing Communication of Handball Club TJ Sokol Praha Vršovice

Objectives: The main aim of this bachelor thesis was to create a proposal for a new concept of marketing communication for the sports club TJ Sokol Praha Vršovice, focused on one of its main current problems which is the dimension and structure of the members' basement. In connection with that, it was necessary to do marketing research to find out the conditions and actual situation in using current tools of marketing communication by the sports club.

Methods: Both methods of analysis, qualitative (interview) and quantitative (written survey), were used.

Results: Data acquired from analysis was utilized and summarised in the results section. The proposal for a new concept of marketing communication was created on the basis of these results.

Key words: Marketing communication, enrolment of members, sports club, handball