

Abstract

Title: Marketing communications of AC Sparta Praha

Objectives: The main objective of this thesis is to analyze contemporary state of marketing communications with the audience of AC Sparta Praha, identify deficiencies and develop a proposal to improve the marketing communications with fans of this club.

Methods: In this thesis have been used methods of case study, analysis of available documents and texts, structured interview with director of marketing, and director of communications and public relations of AC Sparta Praha.

Results: By the analysis of marketing communications of AC Sparta Praha has been found that several projects could be added. The proposal has been followed the concept of marketing communications, because i had not been detected considerable deficiencies. The proposal has come from the possibilities of the club to be realized.

Keywords: sport marketing, football, communication strategy, social media, fan