

## **Abstract**

**Title:** Marketing Communication of TJ Spoje Praha Tennis Club.

**Goal:** The aim of this thesis is to analyze current marketing communication and then suggest new marketing communication of the club for the year 2017.

**Methods:** Methods of qualitative research (half-structured interview and non-structured observation) were used for the collection of information. Analysis of the club's internal documents was used as well as a method of quantitative research.

**Results:** The plan of the club's marketing communication for the year 2017 is the main result of the work. Using more communication tools and improvements of currently used marketing tools are suggested as well.

**Keywords:** Communication mix, Sports Marketing, Tennis Club, Interview.