

Czech University of Life Science Prague
Faculty Economics and Management
Department of Agriculture



Diploma Thesis
Appendices

**Evaluation of Marketing Communication in Sport Industry
on example of FC “Zenit Saint-Petersburg”.**

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Appendices

Figure 2: Peterborough Utd. Season ticket.



Source: Peterborough Utd. official web-page.

Figure 3.

INICIO FÚTBOL BALONCESTO EL CLUB SOCIOS AFICIÓN RMTV ENTRADAS ÁREA VIP TOUR TIENDA MADRIDISTAS

Realmadrid TV en directo

Inicio: RMTV / Realmadrid TV en directo

REAL MADRID TV **EN DIRECTO**

Una nueva televisión para vivir la emoción del Real Madrid en abierto y en HD

Real Madrid TV

RECUERDA!
La programación en español y en inglés es diferente. Puedes consultar dicha programación en esta misma página. Y cambiar el canal a la derecha.

PROGRAMACIÓN EN:
ENGLISH

Source: <http://www.realmadrid.com/real-madrid-tv>

Figure 7. Supporters.



Source: <https://www.sports.ru/tribuna/blogs/loftyvillage/754522.html>

Figure 11. “Nash Zenit” magazine.



Source: <http://fc-zenit.ru>

Figure 12. Online museum.



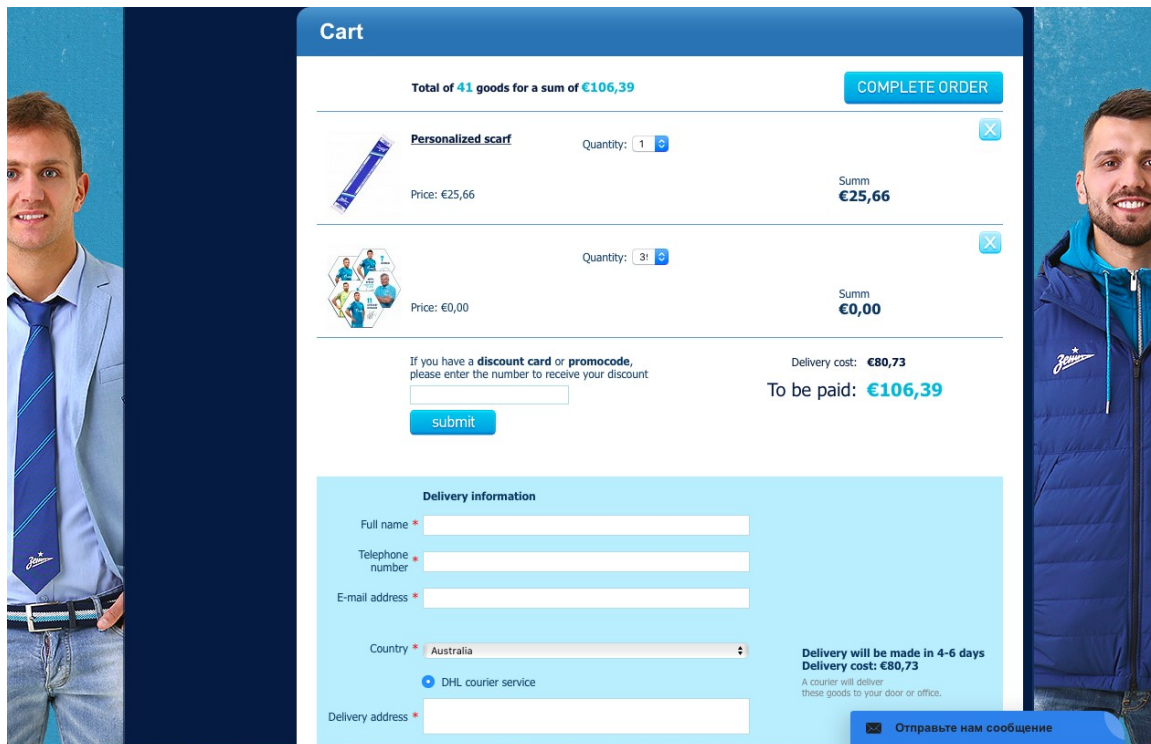
Source: <http://museum.fc-zenit.ru>

Figure 13. EA Sports FIFA special face-modelling technology application.



Source: <https://www.easports.com/uk/fifa/real-madrid>

Figure 16. "Zenit" online shop.



Source: <http://en.shop.fc-zenit.ru/>

Figure 17. Sony PS4 console, "Zenit" special edition.



Source: https://geek-tv.ru/games/20170310/sony_vipustila_ps4_v_cvetah_zenit_csk_spartak

Figure 18. "Davai Davai!" project 1.



Source: <http://fc-zenit.ru/club/inits/davai/>

Figure 21. BC "Zenit".



Source: <http://ianews.ru/articles/68615/>

Figure 24.

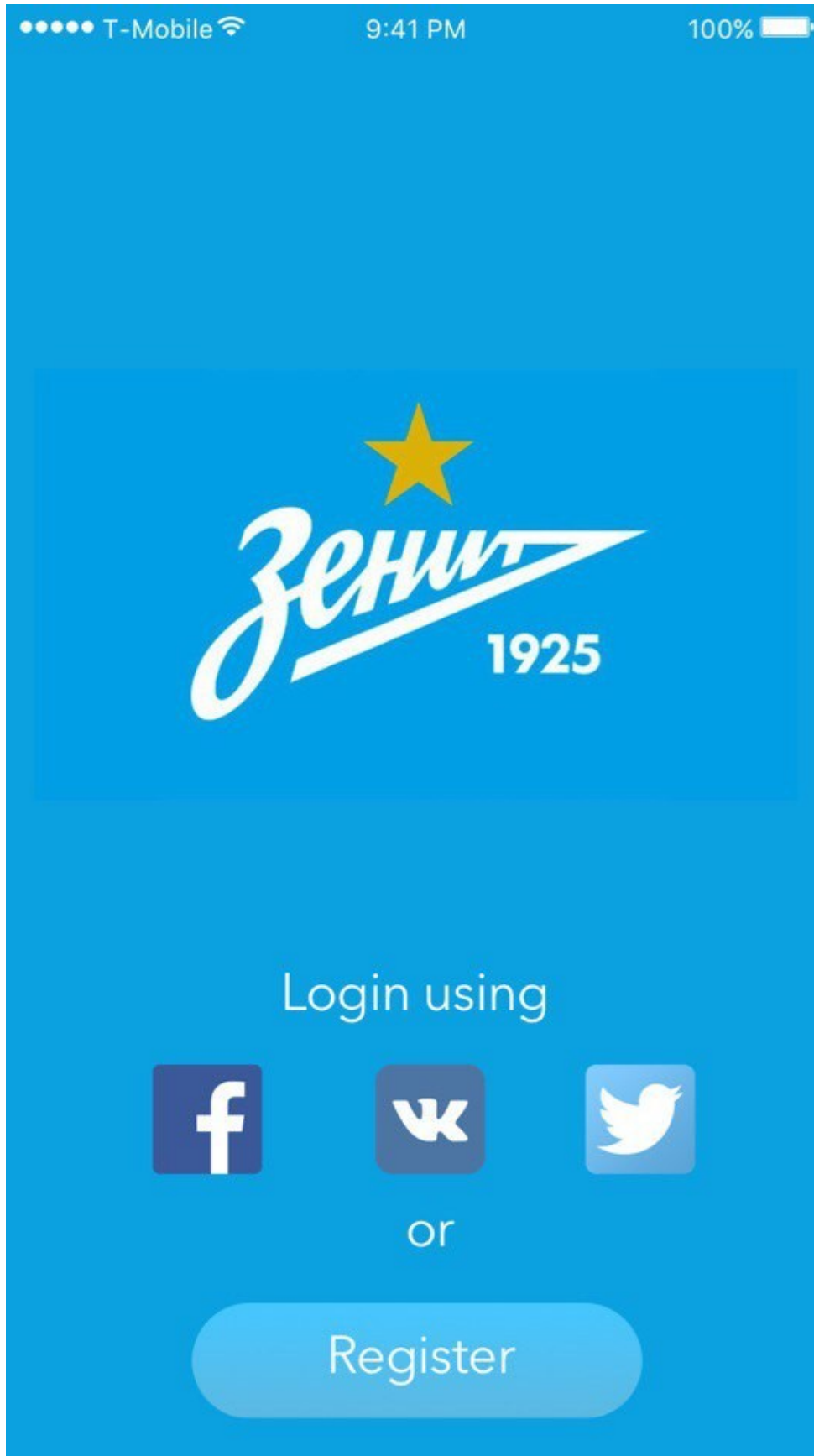


Figure 25.

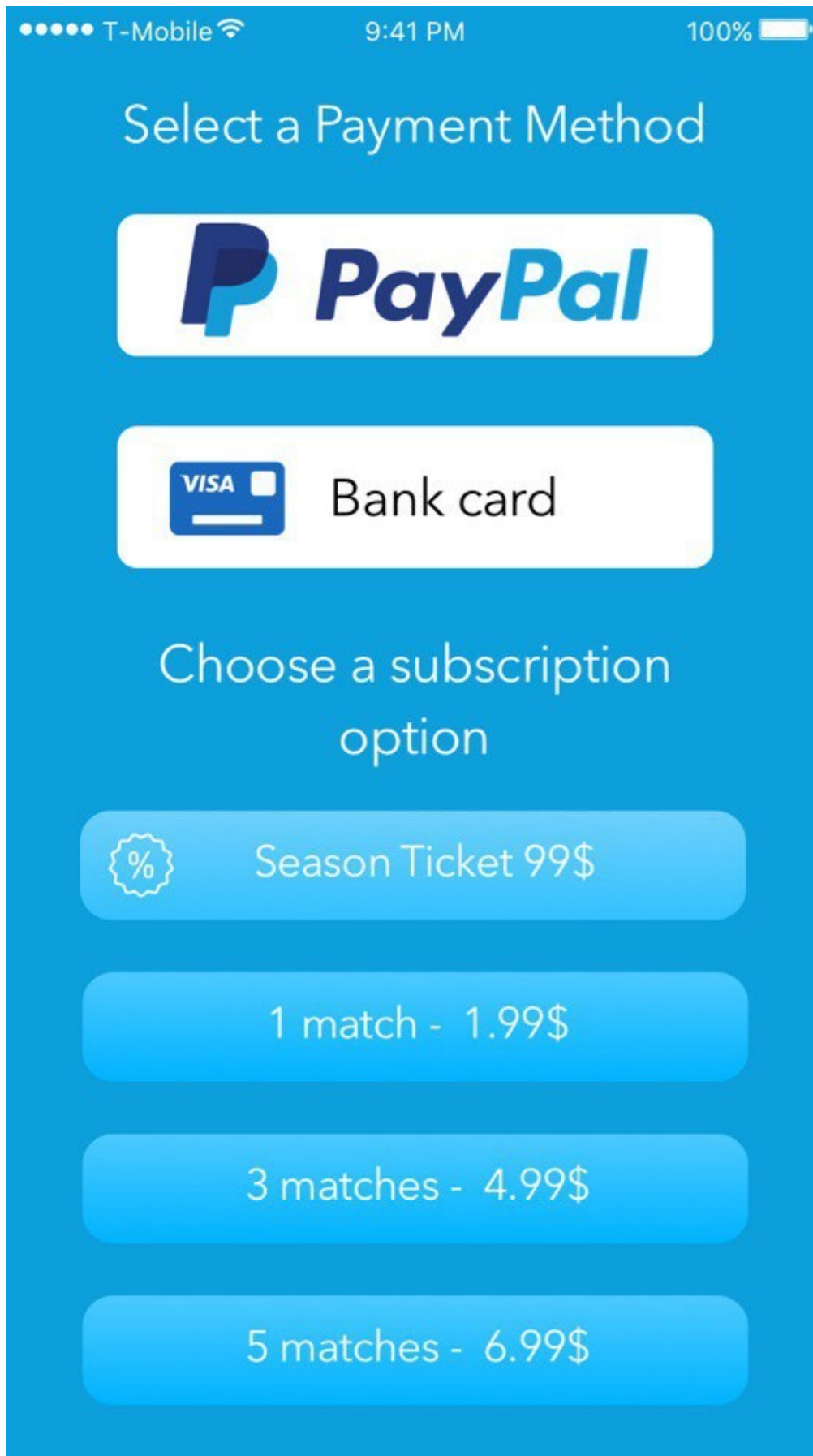


Figure 26.

T-Mobile 9:41 AM 100%

Actual:



Zenit 0 : 2 Sparta

Future games:


- 05/02 Zenit - Odense 21:00
- 16/02 Anderlecht - Zenit 23:05
- 23/02 Zenit - Anderlecht 21:00
- 04/03 CSKA - Zenit 16:30
- 12/03 Amkar - Zenit 11:30
- 19/03 Zenit - Arsenal Tula 19:30

● Live
Broadcasts Reviews Statistics More

Figure 27.


T-Mobile 9:41 AM 100%

Rewievs:




5:43

AZ - Zenit
3:2
08/12/16




8:22

Rostov - Zenit
0:0
03/12/16



7:27

Zenit - Ufa
2:0
30/11/16



4:16

Krasnodar - Zenit
2:1
27/11/16

● Live
Broadcasts

📹
Rewievs

📊
Statistics

⋮
More

Figure 28.



Figure 29.

