

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Abstract of Diploma Thesis

Evaluation of Marketing Communication

Bc. Uladzimir Ananich

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Summary

The Diploma thesis is devoted to the theoretical aspects of the marketing communications and its implementation in the sphere of sport industry on example of the football club “Zenit Saint-Petersburg”. Designed and proposed mobile application would answer the question of possibility of innovations in the sphere. Theoretical part is based on literature review, concerning the marketing communications. There is information about history of marketing communications, it’s development and diversity since the era of technological boom.

The practical part is dedicated to implementation of acquired information in the creation of the mobile application for FC “Zenit”. The application would provide innovative possibility of live broadcasting of the matches of FC “Zenit”, what would satisfy the needs of the foreign supporters of the team. The second part includes description of the existing club’s marketing communications, marketing analysis, market research, possible risks and potential income analysis, allowing to evaluate the profitability of investments.

Keywords

The marketing communications, sport marketing, brand name strength , broadcasting, mobile application, social media marketing.

Objectives

The aim of the thesis is to estimate the existed Marketing Communications in Sport Industry, analyze possible ways of its development and optimization and introduce new marketing opportunity for “FC Zenit Saint-Petersburg”.

In accordance with delivered by aim dare the following problems:

- to notional device is described on subject of the work;
- to reveal open theoretical bases marketing communication;

- to reveal led role marketing communication on sport market;
- to organize analysis of the use marketing communication in the sphere of sport market;
- to design complex marketing communication on moving the new technological opportunity for the football club as a brand name holder.

The Object of given work: marketing communications.

The Subject: mobile application as a new technological facility for marketing communication in sphere of sport.

Methodology: qualitative research, deductive reasoning, comparative analysis, economic reasoning.

On a basis of the formulated aim and subject of the thesis investigation started with use of qualitative research- the most common method used to generate data. As parts of the qualitative research such ways of data generation were used: studies of public and official documents, historical examples and unstructured interview in addition to images, media and literature fields.

Deductive reasoning (works from the more general to the more specific. Sometimes this is informally called a "top-down" approach) method refers to the second part of analysis, allowed to wage an existing net of the marketing communications in a structure of chosen representative of the sport industry, its progress, measure its failures and identify the possible ways to development on a basis of comparative analysis of actual case with different examples of existing schemes of marketing communication in other representatives of the sport industry.

The last step of analysis refers to economic reasoning of the proposed innovation of marketing communication of the sports club including marketing analysis, estimated budget and possible revenues.

Novelty of present Thesis work is concluded on the fact that despite existing of enormous amount of publications on marketing communication problem in general, study of a given problem in sphere of the sport industry is practically absent. In present work all

the material on using marketing communications on the sport market are collected and systematized. Also new mobile application for the brand of a football club designed, proposed and evaluated.

Theoretical Part:

Theoretical part provides the information about the theory of marketing communications in general, in Sport Industry and provides famous examples of the implementation of different marketing techniques.

Practical part:

Practical part is analyzing history of marketing communications of FC “Zenit“ Saint-Petersburg, its current marketing strategy and possibility of development in terms of modern world by implementation of innovative mobile application for live broadcasting of football matches. SWOT, PEST, Porters Five Forces analyses are provided for evaluation of mobile application.

Conclusions:

The research was made with the aim to evaluate the marketing communications in Sport Industry and possibility of innovations.

During writing of the thesis, the author was interested in the questions raised, read a lot of information and made new discoveries for himself.

The most interesting as well as the most difficult part occurred to be the part about the actual creation and design of the application for live broadcasting of the matches.

To sum up, author would like to express satisfaction with the research conducted and the results got.

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