

## **Abstract**

This bachelor thesis deals with Tesla marketing communication focusing on Elon Musk's personal branding. Tesla represents a today's phenomenon not only in the field of electromobility but also marketing. Therefore, the thesis tries to cover Tesla's exceptionally innovative approach to marketing which the marketing media often present as exemplary. This is done especially in connection with its visionary CEO Elon Musk's activities. He has become a watched public face of the company and at the same time its marketing channel thanks to his active social network communication and media coverage.

The first part introduces and contextualizes the theoretical concepts on which is Tesla's marketing communication based on. Then, there is the introduction of Tesla and its history along with basic information about Elon Musk.

Practical part aims at the descriptive analysis of company's marketing communication with the emphasis on Elon Musk's personal branding. Firstly, a coherent image of the brand's marketing communication is presented. Then, the main marketing communication activities are individually introduced including the summarizing SWOT analysis.