

## **Abstract**

**Title:** Marketing communication of Surf Camp

**Objectives:** The purpose of this bachelor thesis is to create a proposal to improve the marketing communication of Surf Camp for the 2019 season. The evaluation of current marketing communication was achieved through both the standpoint of its customers as well as its management.

**Methods:** Both qualitative and quantitative methods were used to evaluate the company's existing marketing communication. The main research methods used were questionnaire surveys, an in-depth semi-structured interview with the company's owner, internal data analysis and personal observation.

**Results:** The result of this bachelor thesis is a proposal for improving marketing communication for the 2019 season. This proposal will be submitted to Surf Camp management.

**Key words:** Promotion, advertising, online, social networks, WOM, public relations, event marketing.