

Abstract

The first part of this thesis is focused on the history of traditional marketing and arms marketing, defining the key marketing concepts of this sector and most importantly it deals with the influence of legislation on individual elements of the marketing mix in the Czech Republic since 1992 until the forthcoming amendment to the Weapons Act during 2019. Furthermore, this part covers the terms and conditions of social media and web browsers that regulate content involving weapons and their accessories.

In its second, practical part, this thesis deals with the traditional Czech manufacturer of weapons, a company named Česká zbrojovka. It presents its rich history and development of its manufactured assortment up to the present. In addition, this part contains an analysis of individual marketing activities and their development since 1992. In particular, it characterizes the development of advertising in selected professional media, PR activities directed towards the general public, state apparatus and employees, discusses the history and achievements of the shooting team of Česká zbrojovka, event marketing, communication in point of sale including analysis of product catalogs. Furthermore, it deals with the communication of Česká zbrojovka at trade fairs and exhibitions, namely at the IWA, IDET and Natura Viva trade fairs. This part also involves the online communication of Česká zbrojovka, the history and current form of the company's website, as well as social media sites, in particular Facebook, Instagram, Twitter and YouTube.