

The thesis concentrates on the development of communication and marketing activities of traditional Czech brands. This concept is demonstrated on Czech airlines, a typical representative of these brands. CSA were established in 1923 and since then have gone through a long development. More than an 80 year long tradition of an airline carrier of the Czech Republic meant a way through a better era, when CSA reached the hypothetical top of air transport. Other years meant suppressing the company's activities and a decline in any other operations. The development and all the activities were influenced by internal conditions as well as events of all-society meaning. The most significant contributing factor in this area was and still is the economic and political situation within and outside the country.

All these influences were projected in the company and in its marketing activities. The thesis allows a close look at general marketing topics which are then analysed using specific examples.

Particular attention is paid to the current and much discussed question of marketing communication.

The first two chapters deal with the topics of company brands, brand value, brand appreciation and brand building.

The third chapter deals with the role of marketing in the company's strategy and with the creation of a wholesome campaign.

The fourth chapter is a continuation of the previous one and it concentrates on communication activities of the company while implementing a marketing strategy.

The following two chapters describe the human factor affecting the company. These are the employees who have a share on the company culture and representation and furthermore customers who are the essence of all efforts.

The next chapter concentrates on corporate responsibility.

The eighth part focuses on CSA communication in crucial questions.

The final chapter deals with the importance of alliances in competitive struggle.