

Abstract

The bachelor's thesis "Comparison of marketing communication of Radio Wave and Europe 2" describes, analyzes and compares the marketing tools and activities of Radio Wave and Evropa 2. The work uses three research methods, namely primary descriptive analysis and subsequent comparative analysis supplemented by a method of questioning. Descriptive analysis and comparative analysis deals with the communication mix of stations. The qualitative questionnaire deals with the listeners' awareness of the marketing communication of individual stations. The aim of the thesis is to find out, how the marketing communication of radio stations differs, both of which are intended for young listeners, but have a diametrically different character.