

## **Abstract**

The bachelor's thesis called „An Analysis of Online Communication of Bagind” describes and analyzes online communication of the brand. Due to the ever-increasing number of Internet users, online communication is becoming more and more important.

The first part deals with the description of the communication mix, online communication and its specifics, as well as the importance of public relations in the communication of organizations.

The second part of the thesis is focused on the introduction of the Bagind brand, its target group, and a brief analysis of online communication of two main competitors.

The last part of the thesis contains a description of online channels and tools used by the Bagind brand and a content analysis examining selected content. A chapter with suggestions for improving online communication of the brand is also included.

The conclusion summarizes the results of the analysis and the proposed recommendations.