

# Abstract

Bachelor thesis „Future belongs to viruses“ offers summary of views at one of the newest marketing methods, viral marketing. Viral marketing as a technique exploiting for distribution of virus (message) social networks and people themselves, comes out from word-of-mouth marketing, but for distribution of the message uses new communication tools, mainly Internet (e-mail). Author points out raising potential of ICQ, Skype or social networking websites such as FaceBook or MySpace.com.

This thesis speaks about place of viral marketing in komplex marketing mix and points out its possibilities and limits in the light of modern findings in sociology, psychology and marketing.

Based on an example of passive viral campaign on Last.fm social networking website, which took part in spring 2008, author illustrates mentioned teoretical concepts. Finally author predict future intensive development of viral marketing, especially connected to new communication tools and social networking websites.