

The subject matter of this bachelor's thesis deals with marketing communication of selected brands from the portfolio of Pivovary Staropramen s.r.o. - Staropramen, Braník, Stella Artois and Staropramen Cool. The first part is explaining of the theoretical framework, which focuses on defining basic concepts such as brand, marketing communication, marketing mix and communication mix. I will introduce the company Pivovary Staropramen and its history. In the practical part, I will analyze the positioning, target groups and marketing mix of selected beer brands from the company portfolio and conduct research that will show what customers think about each brand and what knowledge they have about them.