

Bachelor work "Analysis of marketing campaigns of the product of the Czech Railways SC Pendolino from its launch to the market in 2005" provides information about introducing the Pendolino train in the Czech Republic. What campaigns were used for this purpose and how it was presented until 2009. This work represents the communication channels and evaluates creative outputs of campaigns. To evaluate these outputs is used the semiotic analysis. Bachelor work presents concrete steps that have been used for introduction of this product to public.