

Bachelor thesis "Marketing activities of Mountfield company in 2008 and 2009 with emphasis on Kolo stesti" deals with marketing activities of the Mountfield company, which is the garden equipment seller particularly at the Czech market. The thesis defines and describes the basic terms of marketing communication, which are then used on the specific cases concerning with the company Mountfield. The main part of the thesis deals with the most known and the most discussed section of the campaign, which is the so-called "Kolo stesti". This activity is described also in the ethical consequences.