

This thesis aspires to introduce the question of cultural influence on forms and character of marketing communication. It explains the main approaches to intercultural marketing and more closely looks at Hofstede's theory of cultural dimensions. With regards to the specifics of Korean society, marketing communication of Hyundai in the Czech Republic is introduced based on this theoretical background. Attention is paid especially to the communication style of Hyundai as recognized in PR and CSR tools. The outcome of this thesis is an explanation of marginalized culture-based aspects of Hyundai's communication and a general evaluation of the company's adaptation process in a culturally different environment.