

Abstract

- Title:** The FTVS Website as an Instrument of Marketing Communication: Content Analysis of the English Version from the Viewpoint of Target Audience.
- Objectives:** To asses the content of the English version of the website and suggest its improvements to increase the efficacy of marketing communication.
- Methods:** Content analysis, comparison
- Results:** Detailed analysis of the website has been carried out, drawbacks of current layout (both content and formal) have been described. Modifications and improvements have been proposed.
- Keywords:** Marketing, communication, website, web content, university, FPES