

Abstract

The purpose of this thesis was to analyze the communication activities of STUDENT AGENCY, s.r.o., describe the company's strengths and weaknesses, introduce the firm and evaluate the communication mix, with which the company promotes its products and services. The SWOT and descriptive analysis as well as a survey were used in order to evaluate the firm's ability to communicate with the market.

The descriptions of the firm's identity, marketing communication, communication mix, product, product portfolio, and transportation are amongst the most important theoretical concepts. I have engaged in the analysis of the firm's identity, image within the Czech market, corporate design. I have also addressed the company's compliance with its core philosophy.

STUDENT AGENCY was founded in 1996 as a firm that provided au-pair services. As time progressed, the company introduced student and professional residencies abroad and continued to add new products at a significant pace. As a result, I have structured this work to analyze the firm's communication activities in relation to the product portfolio's expansion into the fields of national and international bus and railway transportation. Consequently, I have provided a number of suggested improvements to the market communication of STUDENT AGENCY.