

MIKETOVÁ, Daniela. Komunikační aktivity letiště Praha-Ruzyně od roku 2007 do současnosti. Praha: Univerzita Karlova, Fakulta sociálních věd, Katedra marketingové komunikace a PR, 2011. 60 s. Vedoucí diplomové práce: PhDr. Nora Dolanská, MBA.

Abstract

Diploma thesis "Communication Activities of Prague Airport since 2007 till Present" charts the way the company have been building its marketing communications activities in the studied period. Since the thesis depends on publicly available sources, it more fully describes the communication towards the public audiences while the communication towards partners is mapped only with regard to public information. Due to the same reason the thesis contains a very few facts about a communication between company and employees. The thesis tries to define the target audiences as they are addressed by the various components of airport's communication. It should be noted that at present there is integration of the various instruments of the marketing mix. For this reason advertising and PR can not be strictly distinguished, because these two components are interrelated to each other. Each campaign described in this work carries the attribute of communication and they are a compilation of tools turned to the public, partners and employees. Likewise, often there is a collaboration between several agencies. The communication of airport's environmental impact and impact onto the lives of people in the vicinity is essential and this kind of communication is essential for proper functioning of the company.