

Abstract

Title: Internet communication of the dance studio Demo

Objectives: The objective of the bachelor work is to create a design of the internet presentation of the starting dance studio Demo and subsequently to create an advertising campaign using specific tools of communication mixture in the internet environment, which could be realized in practice.

Methods: In this work the method of questioning was used, specifically a semi-structural conversation with the dance studio owner as well as the method of observation. The method of observation helped to judge and examine web presentations of the rival dance studios and became the inspiration in the very website creation.

Results: The created designs were offered for consultation. Their realization into practice will entirely depend on the lecturers decisions.

Keywords: marketing communication, Internet, Internet marketing, web presentation