

# **Abstract**

## **Title:**

Marketing research of the brand knowledge and image of the brand Under Armour

## **Annotation:**

The main objective of the bachelor thesis is to find out what the knowledge and image of the Under Armour brand is like using marketing research. The terms brand and image are explained in the first part of the thesis which include theoretical basis from various literary and electronic sources. The methodology section describes marketing research, its process and its types. The analytical part presents the Under Armour brand, the research itself and its results. The last part of the thesis provides suggestions and recommendations for improving the image of the Under Armour brand based on the research.

## **Keywords:**

Image, brand, brand knowledge, marketing research, questionnaire, Under Armour

