Abstrakt

Title: Marketing communication of the International Mountaineering Film Festival (IMFF)

Objectives: The main objective of this thesis is to propose new methods in particular parts of the marketing communication mix which could be more efficient and effective for the International Mountaineering Film Festival. Existing channels and forms of marketing communication of the event, which will be discussed in detail in the analytical part, will help to create an overview of these proposals.

Methods: There will be used a descriptive case study for analysis of current marketing communication and SWOT analysis for an overview of strengths, weaknesses, opportunities and threats. Marketing research will be made through interviews.

Results: The proposal of a new marketing communication of MHFF for years 2012 - 2014 will be the result of this thesis. The proposal will include the appropriate combination of individual tools of communication mix, along with media and sponsorship opportunities. This proposal will be presented to the organizing team of MHFF as an inspiration to streamline the existing communication.

Key words: Marketing, Marketing mix, Marketing communication, Communication mix, Media, Sponzorship