

The subject of this thesis is a marketing communications of company. The work looks at the issue as a social phenomenon, as a form of contact with customers. Assumption for successful marketing communication is not only knowledge of customer needs and the use of various communication mix tools, but also building corporate identity. The first part deals with the general theory of communication and analyzes the various elements of the communication process. Theoretical introduction is the starting point for further interpretation of marketing communications. The second part points to a relationship between the corporate and marketing communications, focusing on the role of corporate culture and devote the tools of the communication mix.