

Abstract

The bachelor thesis “Communication of the Mighty Sounds Music Festival from 2009-2011” focuses on the analysis of marketing communications of a particular cultural institution over the long term. The first part takes a look at the role of music festivals in the field of culture marketing, and sets about to define the characteristics, which affect their communication. The second part of the thesis deals with the various communication operations of the analyzed festival. The subsequent part includes a communication audit based on the results of the research and a comparative analysis of the Mighty Sounds festival and its closest competitors. The conclusion evaluates the communication from the perspective of the author and contains several recommendations for improvement.