Abstract

The bachelor’s thesis entitled „The Use of New Technology in the Field of In-store Marketing Communication in the Czech Republic and Abroad“ addresses the use of new technologies, like the iBeacon technology, LCD monitors, mobile technologies, iPads and other interactive devices in the in-store marketing communication & point of sale. The theoretical part is mainly focused on the explanation of basic terms connected to in-store marketing, its tools and whole functionality.

In the practical part the theoretical knowledge is then implemented into the reality of czech shopping malls. More specifically onto the Černý Most shopping center & Palladium shopping center. The information about the subject is acquired mainly by my own field research and also by consultation with the people working in this particular field of marketing. The aim of this bachelor’s thesis is to describe possibilities connected to new technologies in this type of marketing communication and also to inform about their usage today in Czech Republic. The final summary holds mainly recommendations for czech market about implementation of these technologies.