Abstract

This bachelor thesis *Communication Activities of Divadlo pod Palmovkou between 2012 and 2014* analyses the marketing communication of the mentioned institution in the given period. The importance of theatre marketing and the function of theater as a medium of communication are also discussed. In the theoretical part, the basic terms used in cultural marketing are provided. This is followed by a detailed analysis of the various communication tools and methods used by Divadlo pod Palmovkou. The thesis describes Divadlo pod Palmovkou in the context of its moved history including two floods that hit the theater. In the given period, the management of Divadlo pod Palmovkou was changed after a very long time, resulting in a gradual change to its face. In the conclusion, the marketing communication of the theatre is critically evaluated and recommendations are suggested to overcome some of the shortcomings in this area.