

Abstract

The first part of this bachelor thesis "The communication strategy of Peugeot Czech Republic in the years 2012 - 2014" focuses on the introduction of the theoretical base, which is essential part of the other parts of this thesis. There are introduced concepts such as marketing mix and communication mix and the term "major sport event" is here defined. The second part contains a presentation of the French brand Peugeot and its Czech branch Peugeot Czech Republic. The history of this big French company is described and via descriptive method there is defined the situation of Peugeot Czech Republic in the current Czech car market. In the third, fourth and fifth part of this thesis there is an analysis of the communication strategy of Peugeot Czech Republic in the years 2012 - 2014. Firstly, there are always listed the sporting events of the current year, followed by a brief summary of all campaigns by the company Peugeot Czech republic from the same year and in the last parts there are compared major sports event with all those campaigns by Peugeot Czech Republic. The final sixth part contains a comparison of the intensity of each campaign across the years 2012 - 2014. Campaigns are also compared based on other criteria and the final recommendation for the use of sporting events in the communication strategy of company is written in the end. This whole work is ended by a summary.