

The thesis Possible approaches to the viral marketing in new media and its use in Czech Republic is concerned with one of the marketing strategies from foreign authors point of view. On the basis of related theories it describes the importance of viral marketing in order to point out the strengths and weaknesses of this method of promotion.

The first part deals with the introduction of new media and specific ways of promotion in cyberspace. The following parts describes the related fields, word of mouth, memetics and information cascades. The actual view of viral marketing is given on the basis of publications by Seth Godin Douglas Rushkoff and Henry Jenkins. Part of the work deals with the measurement and analysis of viral marketing, which outlines the possible mathematical formula describing viral spread. After a theoretical introduction describes possible methods of viral marketing, which is clearly shown on the example of several Czech campaigns.