

Abstract

The aim of this thesis is to confirm or disprove the hypothesis that the specific programme focus of Summer Film School Uherské Hradiště, which is the education of the audience in the field of film and cinema, directly affects its marketing communication and is significantly reflected in it. This was done through description and subsequent analysis of the marketing communication of the 40th Summer Film School.

The work explores the phenomenon of film festivals and the Summer Films School as a specific film festival with an educational programme. It places the subject of film festival communication within a theoretical framework and builds on the theoretical findings on marketing in general, cultural marketing and film marketing. It then applies the theoretical framework to the 40th year of Summer Film School as an example. It focuses on the communication pillar of marketing mix as the subject of this work's hypothesis. It describes and analyses the communication of the 40th Summer Film School in terms of its tools, creative execution and content.

On this basis it draws conclusions that the hypothesis of this work was disproved, because only a minor part of the communication focuses on the educational nature of the event, which is in conflict with the original premise. The thesis evaluates the individual tools and suggests ways of improvement of the current activities.