

Abstract

Title: Marketing communications of Driving Academy Co.

Goal: This thesis aims to present marketing communications of Driving Academy, Inc., summarize used communications tools and propose plan of marketing communications for 2016.

Methods: For the collection of information was used qualitative research in the form of descriptive case study. The study consists of qualitative interviews, analysis of texts and documents.

Results: The result of this work is plan of marketing communications for 2016. Work will be granted to Driving Academy.

Keywords: Marketing communications, communications mix, qualitative research, driving the car