

Abstract

The thesis describes the communication of the Škoda Plzeň brand between 1918 and 1945. During this period, Škoda was the largest industrial enterprise in Czechoslovakia and its products were equal to those offered by foreign competitors. The thesis covers the company's history from its foundation by Emil Škoda in 1869 up till 1945. This Bachelor's thesis also mentions the biggest personalities of the firm: Emil Škoda and Karel Loevenstein, the pioneer of modern management and promotional methods at the company. Furthermore, the thesis follows the Škoda company in the context of the society from the end of the First World War up till the beginning of World War II. The largest part of the thesis is a section that covers the company's communication, promotion and marketing strategies, especially during the first Czechoslovak Republic, because this period was – in terms not only of the progress of promotion – the most fruitful period for the company. This section comprehensively covers the company's values and policies with regard to promotion and focuses on describing the operations of the Press, Information and Promotion Department under the leadership of Josef Svátek and the key tasks of this department. The conclusion and result of the thesis is an overall evaluation and summary of Škoda's communication and a comprehensive insight into this topic.