

The topic of the dissertation is a marketing strategy of pharmaceutical company for its hypertension drug. The theoretical part includes information regarding the fundamentals of marketing as it explains its development, role, content, commercial and marketing strategy. Further on it addresses marketing research, innovation and promotion of a trade mark. A particularly important section is the subchapter providing information about marketing in pharmaceuticals and its specifics.

The issues regarding hypertension and the anti-hypertensives are being briefly described as well as the company sanofi-aventis, s.r.o. The practical part is focused at two main areas. The first considers the analysis of the society, marketing mix and the analysis of the inner and outer environment. The second part deals with quantitative research with its process and introduces us to its results. The practical part is being complemented with proposals for improvements, which emerge from the theoretical findings, from the analysis of the present situation and from the results of the quantitative research.