

Abstract

Bachelor thesis deals with product placement as a possible means of marketing communication. It is focused on the historical development, theoretical classification in marketing and communication mix, typology of product placement and the Czech legal system. The main part of this work is the content analysis of two selected films with the partnership of commercial and public television. There is used a method of comparison for laws, codes of organization and types of product placements. It turned out that these sources define only basic rules for product placement and that the approach depends on the authors and their sense and willingness to co-work with partners.