

## **Abstract**

The bachelor thesis *Kim Kardashian: marketing phenomenon and cultural symbol* deals with the phenomenon of one of today's most popular celebrities. The main theme of the work is the introduction of Kim Kardashian's personality, the description of the rise of her popularity and also her personal life, which is the main influence in the alleged career of professional celebrity. In addition, the work focuses on brand building and description of products associated with Kim Kardashian. An integral part of the thesis is an analysis of the impact of her influence in the modern mainstream culture. Among other things, the thesis analyzes the symbol of beauty, which Kardashian represents. For the context of this work there are attached pictures which reflect her activity on social media.