

## **Annotation**

This Bachelor thesis deals with topics of children's marketing and marketing-persuading techniques used for children's goods promotion. The thesis tries completely map the problematics of ethics in children advertisement. First chapter of theoretical part is about marketing communication in general, second chapter aims especially on children's marketing, its specifics and most common channels. Last chapter of theoretical part is about legal restriction of advertisement in Czech Republic and self-regulation based on Ethical Codex by Council for Advrtisement. In practical part the author finds out, based on series of interviews with parents of childern in age from 4 to 10 years, which marketing-persuasive techniques are the most disturbing ones for parents. Then the author practically verifies which ones from these techniques can parents identify and name them in particular spots. The results of personal qualitative interviews with parents have shown that parents are able to recognize the marketing-persuasive techniques in most cases and manipulative advertisement is very often the reason not to buy the product. Research, in which parents should have rated the advertisement on different cathegories of childern's food, shows that parents mostly don't like the advertisements that prompt children to eat the product regularly or advertisement that create an impression that advertised product is healthier than it really is.