Annotation

The thesis aims to complement the existing information about the history of marketing communication in the Czech lands with a contribution dealing with communication of a particular leading industrial business company, which are Schicht's North Bohemian Fat Works, at the turn of the 19th and 20th centuries. To achieve that, basic marketing theory will be applied to the company’s brand and descriptive analysis of used elements of the communication mix will follow. The intention is to provide a comprehensive overview of the communication activities of the company in the specified period of time together with a clear summary and it’s evaluation.