

Abstract

The diploma thesis *Online and Offline Effective Internal Communication Tools of the KKCG Investment Group* provides a comprehensive view of internal communication, using Online and Offline tools.

The thesis is divided into three parts. The theoretical part defines the concept of internal communication and its inclusion in the marketing and media environment, including related terminology. It also maps Online and Offline media including specific communication tools. Based on literature research is also defined the effectiveness of internal communication including innovative trends.

The practical part is focused on the KKCG Group and on its own internal communication settings with real examples of used media.

In the methodological part, the author describes and analyses the results of the qualitative (structured interviews with the experts of the internal communication of the companies in the KKCG Group) and the quantitative research (questionnaire survey applied on employees of the individual KKCG Group companies).

In conclusion, the comparison occurs research results as well as the use frequency of Online and Offline tools. Furthermore, the level of an individual company's economic efficiency is defined and finally, the research provides answers to the main research questions, hypotheses and secondary findings.