

Abstract

Bachelor thesis deals with comparison of marketing communication of the Městské divadlo Zlín and Slovácké divadlo. The theoretical part defines the concepts of marketing, culture and theatre marketing. The marketing mix is then used and all its tools to approach the marketing of the theatre. The practical part contains the history of theaters and the communication activities of individual theatres are further approached. This is a detailed description of marketing tools such as product, price, distribution and promotion. The promotion is further extended to include chapters on advertising, personal selling, sales promotion, public relations and direct marketing. Based on the obtained data, the comparison of both cultural institutions is performed. The work is complemented by interviews with competent persons who are in charge of communicating in theaters. In addition, a questionnaire inquiry on the marketing activities of the institutions of the viewers. The results of the research are used for specific designs of solutions for Městské divadlo Zlín and Slovácké divadlo. The Bachelor thesis serves as a basis for both theatres, which want to attract the existing but also potential viewers.