

Abstract

This bachelor thesis focuses on the topic of strategic marketing applied in the field of architecture. Based on literature research, the theoretical part describes the definition and history of the concept of strategic marketing. Additionally, this thesis explains what steps need to be taken to formulate a marketing strategy and, also, shows what comes after the formulation of a marketing strategy. Every part of the creation of marketing strategy is then described in detail starting with a situation analysis. The situation analysis is based on evaluating external and internal factors. Firstly, as a part of the external analysis, all factors of the SLEPTE analysis are introduced and then, secondly, the thesis depicts Porter's five forces analysis. Subsequently, SWOT analysis is defined completing the situation analysis by also describing the internal aspects that might affect the company. Eventually, the theoretical part of the bachelor thesis clarifies the concept of segmentation, targeting, and positioning and presents a theoretical frame of the possible strategies to be used in the practical part.

The practical part of the bachelor thesis focuses on using the theoretical knowledge in practice on a case of an architectonic studio A8000. Initially, the company is introduced and, after that, with the use of internal and external data, the theory is applied to create a marketing strategy. Finally, the author of the bachelor thesis proposes a marketing strategy suitable for this company.