

My bachelor thesis deals with marketing communication of the International film festival Karlovy Vary. First of all I describe the International film festival and his history and the visitors who are typical for this festival. This film festival has specific advertisement and promotion. Film festival is also a part of art and film marketing. So I describe both parts of marketing in brief. Main theme of my bachelor thesis is the analysis of marketing communication of the International film festival in the year 2008. The analysis is based on theory which includes marketing mix. In the end of my thesis I assess level of promotion of the film festival.