

The bachelor thesis „Guerilla marketing as a form of non-traditional marketing communication“ deals with the guerilla marketing as a trend of marketing communication, through which the message can be sent to the target group. The thesis describes guerilla marketing itself, it also specifies, who can use this method, defines the phenomena in general context of marketing communication and goes back to the origin of the concept. Furthermore thesis introduces the reader with specific forms of guerilla marketing and ways how to distribute and deliver the message to the customer. The thesis briefly explains efficiency of this method and simultaneously discusses the issue of ethics and law. Finally it describes the guerilla campaign of mobile operator Vodafone, the way, how such campaigns can be communicated, including the obstacles and consequences of their realization and the solutions of ethic parameters.