

The bachelor thesis "Marketing activities of Czech cinemas and multiplexes focused on the cinema Svetoř" describes different methods of marketing applied by both these types of cinemas. The thesis primarily focuses on the alternative cinemas. The different types of cinemas imply that also the character of their marketing activities will differ.

By marketing activities the author means mainly promotion activities of Czech classical cinemas; these are explicated for both Svetoř cinema and other art cinemas. As for multiplexes, this work concentrates on different types of cinema advertising which different multiplexes enable to various companies. There are marketing strategies based on a SWOT analysis proposed for both types of the cinemas and multiplexes and for Svetoř in particular.

This work suggests that to be able to stand up to relatively new competition of multiplexes, the classical cinemas need to change their marketing strategies. Focus should be given to the importance of brand and establishing own corporate identity. These questions will also be analysed for the marketing communication of Svetoř cinema in years 2004 – 2009.

In this work an analysis on the basis of description and marketing strategies evaluation of specific cinemas is used as the main method. The work is based on analysis of annual reports, press report, analysis of cinemas' activities and secondary data from research, advertising brochures and companies' internal materials.