

The main aim of my baccalaureate work is to analyze marketing communications of mBank company in time period from 2007 to 2009 in the czech marketplace. Original thought for me will be the reality that traditional instruments of marketing communications lose its effectiveness, but it is still impossible to talk about their overcoming. I will pay attention to particular communication instruments including new trends on the marketing communications field, which allow an opportunity to uncommon and original address of current and potential customers. At the same time I will show wide possibilities, which these new trends (mainly internet, event or guerilla marketing) offer in the framework of communication mix and create so an ideal complement for traditional marketing instruments. I will try to demonstrate advantages and disadvantages of their usage in comparison to traditional promotional methods. At the end of my work on the basis of carried out analysis I will present my own recommendation of possible improvements of marketing communication of mBank company. I will also try to suggest future movement of marketing in next several years.