

The bachelor theses deals with guerilla marketing which presents an unconventional form of the products and services propagation. The aim of the guerilla marketing is surprise, to shock, to strike at the strategic location and the affordable price. The overall description of non-traditional marketing is mentioned in the theses content. I will also deal with the typical kinds of guerilla marketing or the samples of the individual campaigns. I will focus mainly on campaigns that have been realized in the Czech republic, even if the guerilla marketing relatively rarely occurs. Unusual types of the promotion are trying to work with the customer emotions, that is why I will deal with advertising psychology in one section. I'm going to use questionnaire with hooked illustration like the research method. The purpose of my research is exploring the human attitudes to the guerilla marketing. I will try to find out the consumer's reaction to the traditional types of advertising and whether they would welcome the more frequent uncommon campaigns. An important part of research will be investigation of the overall consciousness about the mentioned phenomenon.