

Abstract

This thesis focuses on the practical application of semiotics in marketing and its application to selected innovative marketing campaigns in the Czech Republic. The main reason for choosing this topic is to analyze the possibility of using semiotics in the constantly developing area of marketing that the Czech Republic has not yet built its solid foundation. Semiotics is an interdisciplinary field whose applicability in practice is widely available, but still not enough used. The thesis presents an insight into both these fields, the possibility of interconnection and utilization, taking into account the situation of modern man, as a participant in a consumer society influenced by ubiquitous advertising message, which is surrounded by.

Keywords

Semiotics, Marketing, Applied semiotics, Semiotics in marketing, Sign, Innovative marketing techniques.