

Abstract

This bachelor thesis is sociological analysis of recruitment phase of qualitative research projects, especially focus groups in praxis of marketing research. First part of thesis introduces history of focus groups methodology until its nowadays form including rules of its realization. Thesis further deals with history of marketing research within Czech Republic with focus on focus groups methodology and continues until description of today's situation. Next part characterizes projects of qualitative research, especially focus groups with its all varieties. Overmore it brings overview of recruitment methods and standards used in praxis and mostly carried out by Simar association. Last part of thesis is dedicated to methodology and research conducted among five recruiters, who are responsible for qualitative research projects recruitment. By using interviews with them, author describes whole recruitment process, defines its critical points and proposes points for optimization.