

## **Abstract**

This bachelor thesis describes in-store marketing activities of the czech fast food restaurant chain Bageterie Boulevard. It highlights linguistic aspects of these activities. The thesis deals with a description of used in-store marketing tools during 2014 and the first quarter of 2015 in three chosen Bageterie Boulevard restaurants in Prague. After a short introduction of the company a first part introduces a reader to the problematics of in-store marketing and the problematics of advertising texts. It chooses specific tools and instruments and also sets a theoretic framework for a further description in a second part of the thesis. It looks for basic specifics of fast food restaurants in-store marketing.

The second part of the thesis includes a descriptive analysis of chosen aspects itself. It describes a presence and a form of both long and short-term in-store marketing instruments and also written and spoken messages in visible parts of point of sale. Within verbal communication it highlights interesting linguistic components. The thesis also notices differences in store atmosphere within the chosen restaurants.