

11. ABSTRACT

Charles University in Prague, Faculty Of Pharmacy

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Title of doctoral thesis: Contributions to the history of the pharmaceutical industry, marketing and advertising in the Czechoslovak Republic in 1918 - 1938

Doctoral thesis "The history of the pharmaceutical industry, marketing and advertising in the Czechoslovak Republic in the years 1918 - 1938" explores the origins and development of pharmaceutical marketing, with a focus on one component of the marketing mix namely advertising. The thesis is divided into chapters that deal with the origins and development of the pharmaceutical industry, describing the formation of companies Interpharma and Druvet, describes fundamental elements of the marketing mix. The thesis also discusses basic elements of the marketing mix such as a medicinal product, pricing and promotion.

The work is based on archival research and brings new information on the history of the pharmaceutical industry, especially the development of advertising and its legal regulation even in international aspects.

Archival documents, newspapers, Collection of Laws of the Czechoslovak Republic and Collection of laws and regulations of Imperial Code have been used as sources for data processing.