

Abstract

The bachelor thesis called " Marketing communication of the company Bayer, focused on placing the Foresto product on the Czech market " is focused on the analysis of marketing communication of one of the largest pharmaceutical companies on the Czech market, which also sells pharmaceuticals for animals. The main focus would be on the launch of a new product the Foresto. It is a collar that protects a dog or a cat from parasites. The work will be limited to the Czech Republic in connection with Germany and other European countries. Marketing activities of the company interfere in many countries, but the main center of the company and also of the marketing division, is in Germany. They make basic input to all upcoming campaigns. The first chapter is a short introduction to the history and present of the company. The second one is about products of the Bayer company. In the third chapter you can learn something about the product Foresto. The following is Chapter Four - release into the environment, where you can find products, customer relations and sales. The fifth chapter with topics such as campaigns, the allocation of competences to the vet and right on target customer. The paper analyzes the means, discusses the marketing and communications mix, advertising strategy and discusses the different tools. The last chapter contains the summary and the conclusion.