

Abstract

The bachelor thesis “Musicals As a Marketing Product“ is dedicated to marketing communication in the field of musical-dramatic arts. It provides a description of marketing communication in the licensed musical “Les Misérables”, produced by the GOJA agency.

“Les Misérables”, in terms of marketing and ticket sales, is a musical phenomenon in the Czech Republic. The purpose of this work is to characterize marketing communication of musical-dramatic arts and furthermore, to describe the marketing specifics of the Czech musical environment through the application of theoretical knowledge. It will also give a detailed description of marketing communication in musical-dramatic arts which is then analyzed and evaluated. At the end of the study it provides possible recommendations and suggested changes to make marketing communication of musical arts more efficient.