

# Abstract

**Title:** Marketing communication of dancing school Luas Dancing School.

**Objectives:** This thesis is trying to come up with new and effective marketing communication for dancing school. It is based on the old propagation methods and trying to do it better with documents obtained from theoretical part.

**Methods:** Methods we used for this thesis are interview with owner and founder of this dancing school and discussion with dancers of this school. Some of them are long term dancers and some of them are beginners.

**Results:** After interview with owner of this dancing school was found, that they don't have any marketing communication. This thesis is trying to find new ways and to help this school to be more visible for people and to be more creative in advertising then other dancing schools.

**Keywords:** marketing communication, dancing school, communication, marketing mix, promotion mix, Luas Dancing School, advertising