

Abstract

The bachelor thesis deals with analysis of marketing communication of daily newspaper Mladá fronta DNES. It is divided into two parts: the theoretical and the practical. The theoretical part defines basic concepts of marketing and marketing communication which are completed by specifics in media environment, specifically in the print media. Furthermore, there is summarized the print history of the 20th century in the area of the Czech Republic with emphasis on circumstances of the origin of the focused newspaper as well. The thesis also deals with the current condition of the Czech media market, it presents its current subjects and briefly mentions the development of the print run and readership of national newspapers. Another chapter describes the evolution of the newspaper from the historical and the technical point of view and supplements that comes along with the newspaper. The practical part gives a brief description of how the marketing department works, what is the strategy and newspapers' marketing mix. Much of attention is devoted to analysis of the individual areas of newspapers' communication mix, which were defined in theoretical part. The specific activities that were used by the daily in the watched period are also presented and analysed in the practical part. The last chapter evaluates these activities and derives findings in the context of success. Moreover, it connects the overall running and activities that were chosen for sales support and spreading brand awareness of the focused newspaper.