

The Bachelor thesis analyzes possibilities for marketing communication of Shoptet (e-commerce developing company) via online channels which are mainly used because of the industry the company operates in.

The task of the thesis is to offer a comprehensive look at this wide topic, whose importance has been growing and all companies regardless of their size use it. The author tries to grasp this area, which is currently diversifying into smaller sub-sections, as a one and show the connections between the sub-sections. The first part briefly sums the theory of marketing communications in general and subsequently applies those theories on the company. Descriptive method is used for analyzing various channels and marketing techniques that the company uses in its communications, and puts them into the context of general trends and knowledge in this area. The aim is to create a coherent description of marketing communications, including assessment of its level, which is applicable to the planning and evaluating the communication of other comparable entities.