

## **Abstract**

The bachelor thesis "Communication activities of the Colours of Ostrava Music Festival 2008-13" analyses the marketing strategy, the marketing mix and the communication mix of the particular music festival in the given timeframe. The aim of the theoretical part is to capture the theoretical concepts mentioned above from the point of view of the specific segment of music festivals. There is also a brief analysis of the dramaturgical changes that took place during the given period. Furthermore, specific communication trends are described and examples of how Colours of Ostrava uses them are given. Finally, all communication activities are evaluated and the author adds some personal recommendations.