

Abstract

The main topic of this bachelor thesis is marketing communication of Burberry. The aim of this thesis is to analyse each of the communication channels and its specifics that differentiate the brand from the others. In the first part the author focuses on fashion marketing, the brand itself including its history, marketing mix and SWOT analysis. The second part describes brands approach to its, for example, in-store communication, events or social media strategy. Part of this thesis is also dedicated to brief comparison of Facebook profiles used by Burberry and by Chanel.