

## **Abstract**

The thesis is focused on marketing communication of the company Preciosa Lighting. Its aim is to find out how such traditional established company responds to the current trends of marketing communication in the Internet environment. The theoretical part explains the terms of marketing, Internet marketing, Integrated marketing communication and its tools in off-line but especially in on-line environment. For better understanding the context of the topic the Czech glass industry is presented and the reader is apprized with the situation of the company Preciosa Lighting. In the practical part there are research questions asked and the research method which is a case study, is explained. Qualitative research techniques were used for collecting data which were then analysed. Interviews with Preciosa Lighting's marketing department have provided key information that has been complemented by the observation of digital media and the materials provided by the company. Based on the analysis of these materials, the research questions were answered. In conclusion, the author comes up with a summary of the data obtained and a recommendation to improve some elements of marketing communication of Preciosa Lighting.