

## **Annotation**

This bachelor thesis deals with location based mobile games and their use in marketing. In the theoretical part of this thesis is explained and defined the phenomenon of location based mobile games and put in context within marketing. The theoretical part also deals with the development and circumstances, that made inception of location based mobile games possible. The practical part deals with a research of location based mobile games in the Czech Republic. The goal of the research is to find out which gaming elements and attributes are preferred by players and how do the players perceive interconnection of geolocation mobile games and marketing. The research is based on 119 responses of active players from Czech republic.