

## **Abstract**

This thesis looks into the key aspects of surveillance and marketing issues. It describes surveillance as a subject of studies, historical development in studies regarding surveillance and default approaches to the surveillance from the Surveillance Studies branch point of view. Main source of information for the thesis comes from the concept of surveillance from Michael Foucault, Gilles Deleuze, Zygmunt Bauman, David Lyon and other experts. Practical part of the thesis aims to present a balanced look on the marketing as a sphere of surveillance, to describe development of surveillance in marketing and to outline eventual risk and consequences of contemporary surveillance in marketing.