

Annotation of the paper

(separate sheet)

1. Title Use of social networks in the commercial communications
2. Author's name, e-mail address Jakub Bulín, j.b.21@seznam.cz
3. Year of Study and Study Specialisation 2013/2014, Marketing and Management
4. Consultant Ing. Martin Přibyl, Ph.D.
5. Content (max. 25 lines)

a) main goal of paper

The main goal was to find a company, which is a member of the social network, find out the lacks in a communication on this network and suggest improvement. To solve problem I choose the company called Exilis Znojmo.

b) content of paper

The first was done a research at universities in the Czech Republic and in the Slovak Republic. The Respondents were the university students, who study at Private College of Economic Studies in Znojmo, Charles University Praha, Mendel University in Brno, Brno University of Technology, Palacký University Olomouc and Faculty of Economic and Management Nitra. Then was found the marketing communication in the company and lacks on the social network and was created suggestions to better communication.

c) achieved results

It was chosen a suggestion to better communication and was interpreted in to practice.

6. Key words (3-5 words)

- Social network
- Facebook
- Marketing research
- Promotion
- Communication with customers