

Annotation of the paper

(separate sheet)

1. Title Evaluation of marketing communication in a company
Autodružstvo Znojmo

2. Author's name, e-mail address Veronika Novoměstska,
novomestska.veronika@seznam.cz

3. Year of Study and Study Specialisation 2013/2014 Department of
Economics and Public Administration

4. Consultant Ing. Martin PŘIBYL, Ph.D

5. Content (max. 25 lines)

a) main goal of paper

The work deals with the evaluation of marketing communications in a company Autodružstvo Znojmo and its surroundings. Outlining the current situation of marketing communications Autodružstvo Znojmo and proposal of possible solutions.

b) content of paper

Evaluation of the overall marketing communications Autodružstvo Znojmo in terms of key customer segments

Suggestions of possible solutions to improve marketing communications Autodružstvo Znojmo, incl. calculation of costs and benefits of identification.

c) achieved results

The results were assessed by questionnaire. Based on these results, it was suggested solutions.

6. Key words (3-5 words)

- marketing
- market research
- propagation