

Annotation of the paper

(separate sheet)

1. Title

Evaluation of marketing communication in ZOO Jihlava

2. Author's name, e-mail address

Veronika Sýkorová, V.Sykorova @seznam.cz

3. Year of Study and Study Specialisation

3rd year, Economy of public administration and social services

4. Consultant

Ing. Martin Příbyl, Ph.D.

5. Content (max. 25 lines)

a) main goal of paper

The main goal of this thesis is to evaluate marketing communication of Jihlava ZOO and to reveal the communication channels with its visitors. Subsequently, to suggest improvements of those channels to fulfill the requirements of visitors.

b) content of paper

190 respondents – visitors were addressed by a questionnaire survey. Data were evaluated and recorded in the charts. Based on the information they were designed to determine solutions that would improve marketing communications.

c) achieved results

The questionnaire survey was successfully analyzed. Resulting information is how visitors perceive marketing communication of the zoo and if they perceive advertising as sufficient. In addition Jihlava ZOO was compared

with other zoological gardens in the country. Further admission fees, opening hours and parking facilities were put in contrast.

6. Key words (3-5 words)

ZOO Jihlava

visitors

marketing research

marketing communication