

This bachelor thesis is focused on marketing in terms of dental hygiene. It focuses broadly on the very concept of marketing and the ways marketing seeks to influence a client and convince him that this product or service is exactly what the client needs. The thesis also tries to summarize the psychological processes that marketing works with and deals with centers in the human brain that are influenced in these processes. Another topic is marketing itself in the office of a dental hygienist or dentist - especially communication with the patient, which is a key part of the work of a healthcare professional. As the last but not less important point of work is the possibility of spreading work, marketing, through social networks and how today's society is set up for this kind of influence. The aim of this thesis is to find out which of the motives used in advertising spots has the greatest influence on patients. It also deals with the question of the influence of experts on patients and to what extent the opinion of the expert has an influence on patients. Today, advertising can be found on every corner, and therefore the work tries to find out where the company meets advertising most often today.

Based on the evaluation of the research it was found that the negative negative (dissuasive) advertising has a slightly greater influence on the respondents than the positive positive advertising. Consultation with an expert is important for patients, and the advice of the experts is taken to heart. Social networks play a major role in today's marketing market, so most respondents encounter advertising right there. At the end of the bachelor thesis is briefly mentioned how marketing in dental hygiene office should look to be as effective as possible.