

## **Abstract**

The bachelor thesis entitled TikTok marketing in the Czech Republic deals with a modern phenomenon – the Chinese social network TikTok. It's the fastest-growing social network in the world, which is starting to have a big impact, but there is a minimum of research on it so far. The aim of my thesis is to describe how Czech marketers are currently working with TikTok. The theoretical part first describes TikTok as such, its history, functioning, business model, users, algorithm and problems, then also the ways in which it can be used by marketers. In the practical part, qualitative research was carried out, which through in-depth interviews found out how TikTok is used for promotion in the Czech Republic and the ethical problems associated with it are solved. Among the respondents were ten marketing experts. The acquired data were analyzed using the open coding method in order to categorize them and draw conclusions.