

## **Abstract**

The bachelor thesis entitled Public Relations Activities of The On-line Investment Platform: Case Study Portu aims to map and describe the PR activities of Portu in 2021. The theoretical part summarises literature research on the history, description, tools and techniques, and theoretical concepts of public relations. The analytical part focuses on applying the theoretical background to own research. Within the framework of the case study, this bachelor thesis examines and then evaluates the public relations activities of the on-line investment platform Portu in the analysed year 2021, which the founder of Portu, Radim Krejčí, himself called the year of the investment boom for Portu and the year when the company experienced unprecedented growth. The company's PR activities were analysed from publicly available sources, the company's social networks, its website, and through personal communication with the company's marketing manager, who is responsible for public relations at Portu. The research involved a qualitative case study method and a quantitative content analysis of media mentions and a questionnaire survey of the company's target audience. The methodological part of the thesis describes the methods used and their further implementation. The success rate of press releases in the media, the sentiment of published media content about Portu, and the listenership, viewership, and readership of published media mentions in 2021 about this investment platform are analysed using the Newton Media Search. At the end of the thesis, these activities are evaluated according to the results of the research, and then recommendations are provided to improve public relations in the future. The thesis output are the research results that answer the predetermined research questions and hypotheses.