

This bachelor's thesis deals with the comparison of the marketing communication of Burger King in the Czech Republic and the USA in the years 2019–2021. The theoretical part of the thesis contains an explanation of basic marketing concepts such as marketing mix and communication mix. Furthermore, it presents Hofstede's theory of cultural dimensions applied to the Czech Republic and the USA and states the influence of psychological aspects on the perception of marketing communication. At the end of the theoretical part, the functioning of fast food restaurants and their anchoring in the legal system of both countries is presented. In the practical part, an analysis of Burger King's communication mix for the given countries was carried out, as well as a subsequent analysis of individual marketing campaigns that took place in the selected time period. Subsequently, a comparison of findings was made for individual countries, from which final recommendations for Burger King communication in the Czech Republic were drawn.