

## **Abstract**

This bachelor work focuses on promotion of Czech independent movies distributed under distribution company Aerofilms in 2022. Theoretical part centers universally on the topic of film marketing. It's definition, history and each components of marketing mix. Practical part follows three chosen films – *And then there was love...*, *Borders of Love* and *Art Talent Show*. Firstly the readers get in detail specified Czech film industry from the view of distributor in general so that they can easily understand specific case studies. After that each films are being analysed based on a qualitative interview with a marketer, media analysis and analysis of social media. This work contains complex view of marketing of Czech independent films.

## **Keywords**

*Film, film marketing, distribution, cinema, marketing mix, public relations*