

## **English Title & Summary**

### **Marketing And Its Role In Current Economy**

In initial part of this diploma work, its author tries to define marketing in its actual meaning, to describe marketing trends from the historical and contemporary view and to analyze marketing activities in relation to marketing mix. He emphasises the boundary of these activities to their economical consequences, revealing these consequences and their analysis on three levels – single business, regional and in scale of international economy. This work evaluates all aspects of marketing mix on each level, aimed to map single marketing activities, which can have potential influence for the economic of a business, in region or in the global scale, whether in a good or a bad way. However, target here is not to make some complete list of them, but to mark and analyse the actions and marketing activities, which bring the most noticeable economical consequences.

One of the most significant features of the modern age mentioned in this work is also expansion of the Internet as the communication, propagation and organisation tool, its role in marketing activities (and in opposite a role of marketing activities in the Internet expansion) and consequences of its use in various branches of marketing activities.

This work also describes the evolution of global economic and its contemporary trends and it tries to analyse and to evaluate development of marketing and economic in the last few decades.

The final part of the work then emphasises the general role of marketing activities and values influenced by these activities and it also aspires to map the legal approach to marketing activities at national, regional and international level. The target here is again not to make some complete list of legal rules, but to map rough approach and trends, that can be found in the legal systems on the three named levels.

### **Keywords**

marketing, economy, law