

# ABSTRACT

- Title:** Marketing communication of the TEPfaktor company
- Objectives:** The main aim of this thesis was the evaluation of actual marketing communication of the TEPfaktor company and creating a proposal for making it better. For creating this proposal was necessary to do marketing research to find out actual marketing tools which this company use and its perception by the customers.
- Methods:** In this thesis was used qualitative (interview) and quantitative (question blank) methods. Interview was used to find out detailed information about the company and also about the actual marketing tools. Due to question blank was collected datas by customers of this company.
- Results:** Datas from interview with workers from marketing department and datas from written survey were utilized in practical part of this thesis. On the base of this utilization was created a proposal of new marketing communication of the TEPfaktor company, mainly for getting new customers.
- Keywords:** Marketing communication, new trends in marketing, marketing research, question blank.