

Annotation

The bachelor thesis *Strategy of Company Internal Communication* deals with the communication inside a company. First, the thesis gets together existing definitions of company internal communication and tries to make a definition, which enables the most suitable specification of the subsequent research. Next chapters of the theoretical part deal with the strategic management, explain problematic concepts related to it and apply them to the area of internal communication. Simultaneously, the strategic management is put into the wider context and gives examples of issues, that managers must take into consideration in the process of creating the strategy. Finally, the theoretical part concerns the strategy of internal communication – criteria used for choosing the target groups and communication channels to fulfil required goals for these target groups and measurement of the communication strategy.

Practical part puts theoretical bases into practice in case of Vodafone and sets an example to other institutions, how internal communication works and how can be measured. Finally, it compares theory to practise and proposes, how communication could be better in this case.