

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Diploma Thesis**

**Evaluation of Marketing Communication in the Selected  
Company**

**Bc. Lucie Frenclová**

© 2016 CULS Prague

## DIPLOMA THESIS ASSIGNMENT

Bc. Lucie Frenclová

Economics and Management

Thesis title

**Evaluation of Marketing Communication in the Selected Company**

---

### Objectives of thesis

Aim of this diploma thesis is to evaluate the marketing communication in the selected company for a chosen part of its entrepreneurship. For the purpose of this diploma thesis the company stays anonymous. In the theoretical part of the thesis the basic explanation and description of the marketing communication is included. The practical part of the diploma thesis examines the results of several specific marketing campaigns and their impacts on the company's popularity and familiarity, as well as on the supposed increase in the company's profit. This diploma thesis actively participates in the offline marketing communication of the company. The results of this diploma thesis will be used for improvements in the selected company's communication if necessary.

### Methodology

The main sources of the information are the literature review and internal information of the company. The literature review is based on the study of secondary data such as scientific resources, books and internet articles from relevant and valid websites dealing with the area of marketing communications. These information are examined and selected according to their relevance to the aim of the diploma thesis. The main techniques used for the practical part of the diploma thesis is qualitative and also quantitative approach, for example evaluation of the internal data connected to specific campaign. Based on these data the success of the campaign and response of the customer will be measured. The primary data will be also ensured via author's research of the customer preferences in the area of marketing communication.

## The proposed extent of the thesis

60 – 80 stran

## Keywords

Marketing communication, customer, campaign, evaluation, media, feedback

---

## Recommended information sources

CLOW, K E. – BAACK, D. *Integrated advertising, promotion, and marketing communications*. New Jersey: Prentice Hall, 2007. ISBN 978-0-13-607942-2.

Dahle'n, M., Lange, F. and Smith, T. *Marketing communications A Brand Narrative Approach*. Chichester, UK: Wiley, 2010. ISBN 978-0-470-31992-5

FILL, C. *Marketing communications: interactivity, communities and content*. Harlow: Financial Times, 2009. ISBN 978-0-273-71722-5.

Kitchen, P. *Marketing communications: Principles and Practice*. London: International Thomson Business Press, 1999. ISBN 978-1-86152-196-5

KOTLER, P. – KELLER, K L. *Marketing management*. Upper Saddle River: Pearson Prentice Hall, 2006. ISBN 0-13-145757-8.

---

## Expected date of thesis defence

2015/16 SS – FEM

## The Diploma Thesis Supervisor

Ing. Tereza Balcarová, Ph.D.

## Supervising department

Department of Management

Electronic approval: 10. 2. 2016

**prof. Ing. Ivana Tichá, Ph.D.**

Head of department

Electronic approval: 11. 2. 2016

**Ing. Martin Pelikán, Ph.D.**

Dean

Prague on 12. 03. 2016

## Declaration

I declare that I have worked on my diploma thesis titled "Marketing Communications in the Selected Company" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that I have not violated any copyright rules and author rights of any third parties.

In Prague on 30<sup>th</sup> of March 2016

---

Lucie Frenclová

## Acknowledgement

I would like to express my deep and sincere gratitude to my supervisor Ing. Tereza Balcarová, Ph. D. for her help and support during the processing of the diploma thesis. Further, I would like to also express my gratitude to my family for their support and patience during my study. In the end I would like to thank also the management of the company for the provided information and for their support.

# Vyhodnocení marketingové komunikace ve vybrané společnosti

## Souhrn

Tato diplomová práce se zabývá vyhodnocením marketingové komunikace ve vybrané společnosti. Z důvodu použití citlivých dat zůstává jméno společnosti anonymní. V teoretické části diplomové práce je představen základní přehled teorie marketingové komunikace. Komunikační mix a tvorba marketingové kampaně jsou prezentovány společně s konceptem spotřebitelského chování. Na základě těchto teoretických znalostí je vystavena praktická část diplomové práce.

Praktická část je rozdělena na dvě základní části podle typu analyzovaných dat. První část se zabývá vyhodnocením sekundárních dat, která jsou zajištěna z interních zdrojů společnosti. Druhá část je věnována vyhodnocení dat primárních, která autor zajistil v rámci svého dotazníkového šetření. V závěru jsou všechny výsledky propojeny a prezentovány.

Tato diplomová práce je uzavřena doporučením, které je vyžadováno pro praktické využití v plánování marketingových kampaní v roce 2016.

**Klíčová slova:** Marketingová komunikace, zákazník, kampaň, vyhodnocení, media, zpětná vazba

# **Evaluation of Marketing Communication in the Selected Company**

## **Summary**

This diploma thesis deals with the evaluation of marketing communication in the selected company. Because of the sensitivity of provided data the name of the company stays anonymous. In the theoretical part of this thesis the basic overview about marketing communication is provided. The communication mix and management of marketing campaign is presented together with the concept of consumer buying behaviour. According to this theoretical background the practical part is build up.

The practical part is divided into the two parts according to analysed data. The first part is dedicated to the evaluation of the secondary data, which are provided from the internal resources of the company. The second part is build up on the evaluation of primary data ensured by author's questionnaire. In the final conclusion all the results are interconnected and presented.

This diploma thesis is enclosed by the recommendation, which is demanded for practical implementation in the company's plan for marketing campaigns 2016.

**Keywords:** Marketing communication, customer, campaign, evaluation, media, feedback

## Content

1	Introduction.....	12
2	Objectives of the diploma thesis.....	13
3	Methodology.....	14
4	Theoretical part.....	18
4.1	The role and function of marketing communication.....	18
4.2	Communication Theory.....	18
4.2.1	Process of communication.....	20
4.2.2	Elements of marketing communication.....	21
4.3	Communication mix.....	22
4.3.1	Advertising.....	23
4.3.2	Public relations.....	24
4.3.3	Sales promotion.....	25
4.3.4	Direct marketing.....	25
4.3.5	Personal selling.....	25
4.3.6	Sponsorship.....	26
4.4	Media.....	27
4.5	Campaigns and its organization.....	29
4.6	Evaluation of marketing campaigns.....	32
4.7	Customer's buying behaviour.....	33
4.7.1	Factors affecting buying behaviour.....	36
5	Practical part.....	37
5.1	Definition of the case study.....	37



5.1.1	Organizational structure.....	38
5.1.2	The product/service.....	40
5.1.3	The customer.....	41
5.1.4	Introduction to a database for the research .....	41
5.1.5	Communication mix .....	43
5.2	Campaign winter semester 2014 and 2015 .....	46
5.2.1	Return on Investment.....	50
5.3	Final comparison of the campaigns 2014 and 2015.....	51
5.4	Data collection .....	52
5.5	Analysis of the questionnaire and discussion.....	53
5.5.1	Quantitative data analysis .....	54
5.5.2	Qualitative data analysis .....	69
5.6	Evaluation of the results.....	72
5.7	Customization of the new marketing campaign 2016.....	76
5.8	General proposals and recommendation .....	77
6	Conclusion .....	78
7	Bibliography .....	80
	Appendixes .....	83

## List of tables

<b>Table 1:</b> Major marketing communication tools .....	22
<b>Table 2</b> Relation dimensions of communication media .....	29
<b>Table 3:</b> Campaign winter semester 2014 and 2015 (Prague 1) .....	47
<b>Table 4:</b> Codes for selected options Q1 .....	64
<b>Table 5:</b> Decision range of customers Q1 .....	65
<b>Table 6:</b> Codes for selected options Q2 .....	65
<b>Table 7:</b> Decision range of customers Q2.....	66
<b>Table 8:</b> Offline communication mix.....	67
<b>Table 9:</b> Employment range of the respondents .....	68
<b>Table 10:</b> Age range of the customers .....	68

## List of figures

<b>Figure 1:</b> Shannon Weaver Model .....	19
<b>Figure 2:</b> The advertising communication process .....	24
<b>Figure 3:</b> Different types of sponsorship .....	27
<b>Figure 4:</b> Key concepts and steps of the marketing campaign.....	33
<b>Figure 5:</b> Buying model .....	34
<b>Figure 6:</b> Behavioural Perspective Model.....	35
<b>Figure 7:</b> Organizational structure of the company .....	39
<b>Figure 8:</b> Student's profile .....	42
<b>Figure 9:</b> Student's order .....	43

## List of graphs

<b>Graph 1:</b> Trends in the number of customers .....	38
<b>Graph 2:</b> Statistic of winter semester 2014.....	49
<b>Graph 3:</b> Statistic of winter semester 2015.....	50
<b>Graph 4:</b> Customer's expectations and opinions .....	55
<b>Graph 5:</b> Evaluation of the advertisement a).....	57
<b>Graph 6:</b> Evaluation of the advertisement b) .....	59
<b>Graph 7:</b> Evaluation of the advertisement c).....	60
<b>Graph 8:</b> Evaluation of the advertisement d) .....	62
<b>Graph 9:</b> Character of the company's advertisement .....	63

## 1 Introduction

Marketing communication is known in an old form that dates back an era B.C., but the form of advertisement as we know is connected mainly to the era of a development and production. The products and services were offered in the middle ages by oral presentation in the markets and also in some form of nowadays banners and city boards. The particular shops and stands were identified with some picture, or symbol, which characterised them. The merchant focused on the presentation of his/her goods by trying to be seen as attractive for the customers. There was also visible form of personal selling – the merchant who called out his/her offers to catch an attention of possible customers. Another support of this prime beginning of advertising was in the sound effects, like beating, singing and others.

This concept in general stays the same over the centuries, but the instruments (channels) have changed significantly. The tendencies are to be closer to the individual customer. Targeting and selecting the specific channels and forms of marketing communication for different types of customers is taken as a matter of course. The marketing campaigns are in the form of long term process that is connected to the aims and goals of the company and should correlate with the company's image.

Presently, it is not only the process of selling and buying but it is a whole field, which is an important part of every “merchant”, company. Each marketing campaign has its own process of planning and selection of different channels and tools to take as many customers as possible from the competitive market. The value of successful marketing communication is crucial, therefore it is necessary to focus on this field and be prompt in the reactions toward market changes.

As it was mentioned above a selection of the most important communication elements is crucial for the success of company's business. The marketing campaign has to be effective across all used platforms. Nowadays, there are specialized companies that are creating the marketing communication packages. These companies can be very beneficial, because the professional approach and experiences are significant added value in an outsourcing the advertising campaigns. If the managers want to build up the campaigns on their own, the precise planning and knowledge about the market and customers is necessary.

## 2 Objectives of the diploma thesis

Aim of this diploma thesis is to evaluate the marketing communication in the particular company. For the purpose of this diploma thesis the company stays anonymous. In the theoretical part of the thesis the basic explanation and description of the marketing communication is included. The practical part of the diploma thesis examines the results of several specific marketing campaigns and their impacts on the company's popularity and familiarity, as well as on the supposed increase in the company's profit. This diploma thesis actively participates in the offline marketing communication of the company. The results of this diploma thesis will be used for improvements in company's communication if necessary.

The main sources of the information are the literature review and internal information of the company. The literature review is based on the study of secondary data such as scientific resources, books and internet articles from relevant and valid websites dealing with the area of marketing communications. These information are examine and selected according to their relevance to the aim of the diploma thesis. The main techniques used for the practical part of the diploma thesis is qualitative and also quantitative approach, for example evaluation of the internal data connected to specific campaign. Based on these data the success of the campaign and response of the customer will be measured. The primary data will be also obtained via author's research of the customer preferences in the area of marketing communication.

### Research questions

For the purpose of author's analysis the following research questions have been established.

- What are the characteristics of a typical customer of the selected company?
- Which marketing campaign (2014 or 2015) was more successful in terms of a return on investment?
- Which form of offline marketing communication do the customers prefer, like the most?
- What is the attitude of the current customers toward advertising of the selected company?

### 3 Methodology

The Theoretical part provides a background for a practical implementation of knowledge reached by author during the selective research of secondary data as books, scientific articles and internet articles from relevant and valid websites dealing with the examined problematic. The deduction method of the multi-type research has been used to select the feasible information and to provide links between the theory and the practice.

A selective research in the Practical part of the thesis is done by the two approaches. First approach, the author described the campaigns of chosen part of the company's activities for year 2014 and 2015, since the campaigns are the newest and the data are reliable according to the current marketing environment in the selected company. A comparison of company's internal data from the marketing statistics provides demanded information for author's evaluation. Subsequently the author analyse a ROI index of the each campaign in terms of gains and costs. According to Karlíček M., Král P. (2011) the ROI is one of the basic index for measuring of marketing campaign effectiveness. The ROI is an instrument for comparison of the revenues from the investment and the costs for the particular investment. In our case it is the marketing campaign 2014 and 2015.

The formula for ROI calculation is following (Phillips J., 2008):

$$ROI = \frac{Net\ benefits}{Costs} * 100$$

In the formula, benefits refers to the profit obtained from the sale of the investment of interest. Due to the fact that ROI is measured as a percentage we can compared one investment with other investments, measure a variety of types of investments against one another. The calculations of the ROI are hidden, because of the sensitivity of provided data author presents only the results of these calculations.

Second approach, the own author's research is done through the data collection ensured by the questionnaire. The questionnaire research is considered as an illustrative one. The primary data were collected in the one month period in the second half of the winter semester (which is from October till February 2015). The questionnaire was distributed to all current customers of the selected part of the company - branch Národní, via email communication

enabled with the access to internal database (see chapter 5.1.4.). It was provided also in the printed form on the reception and in the office of study department. In the beginning of the survey the sample was considered as a representative one because of the variety of respondents. As it was mentioned, the distribution of the questionnaire was done in the online and printed form, so the each customer could fill the questionnaire. During the final analysis only two doubled questionnaires has been found and taken out. According to Krejčí J. (Socioweb, online) *“general response rate essentially involves the ratio of the number of completed survey questionnaires received back and processed in comparison to the total number of questionnaires distributed to eligible addresses in the sample.”* Author further adds that a low response rate could be presented as one of the main sources of variable variance and bias in survey estimates. However, there is no direct linkage between non-response rates and survey errors. The formula for calculation of response rate is below.

$$RR = \frac{I}{I + P + R + NC + O} * 100$$

Where:

RR = Response Rate

I = Interviews completed

P = Partial Interviews

R = Refusals

NC = Non – Contacts

O = Others that are eligible

The questionnaire, see Appendix 1, for this diploma thesis was prepared in cooperation with the specialist from the marketing department who enhanced the theoretical knowledge of author by practical recommendation. The questionnaire consists of 12 main questions, which are divided into the three main groups/sections:

- student’s preferences and expectations
- marketing communication
- basic data about respondents

This specific order of questions is based on the theoretical and practical experiences of the author and the marketing specialist. The visualisation is used to simplify customer decision making and to lower the non-response rate in case the respondent does not remember an image of the advertisement. The basic data about respondents are in the end of the questionnaire, because the level of attention in the end of survey lower is.

According to presented sections three types of questions have been selected:

- open questions
- closed questions
- Likert scales

Likert scales are suitable to show the qualitative data in the quantitative form. According to authors Albert W. and Tullis T. (2013) Likert scale is a method how to evaluate customer's attitudes, the level of agreement with some statement. Usual there is a five-point scale (strongly disagree → strongly agree). This type of questions is used in the second part of the questionnaire about marketing communication (see Appendix 1). The analysis of the results is provided through graphs and tables by the descriptive analysis of the ensured data. The relative and absolute frequencies are calculated to provide overview about collected data and to help customize the campaign for the winter semester 2016. The results of the questionnaire are presented in the practical part of this thesis, chapter 5.8. Based on all ensured data and results the conclusion and recommendations are done.

### Research limitations

As a main research limitation the author considers the low response rate. Due to this fact the sample of customers observed cannot be considered as a representative one. But still it is possible to evaluate main characteristics and trends in decision making process of company's customers and to plan action for improvement in marketing communication if necessary.

Another research limitation could be time. The time limitation in collecting the data is a significant factor. As it is mentioned above, the author collected data during one month period which could be considered as a short period. The possible negative effect could have



also the simultaneous research of the management, who observed customers satisfaction during their studies. Both questionnaires have been released during a one week period, which could lead to customer's confusion.

Limitation is also on the side of respondents. The cognitive limitations are significant factor, because there are always threats of bad understanding to the research questions. Due to this factor, the author focused mainly on the extremes in answers and not the average values, which should avoid possible bias in the conclusion.

Of course there are also capacity limitation and budgetary limitation. This research is done based on the one human capacity, which is not so significant compared to huge marketing researches that are done by many specialized agencies. The research has also its limits in the budgetary demands. The company provide as a benefit (a reward) for respondents one language course for free. The money that the company spend on this research are in the price of one general language course. There are no other costs connected to this research except author's time and material costs for printing the questionnaire. The motivation for filling the questionnaire is maybe too low in the eye of respondents. Respondents can be also overwhelmed by many marketing researches that are usually done by many agencies regularly.

Possible bias in the presentation of results can be caused by the changes in the company's environment. In the year 2014 the new branch on I. P. Pavlova was open. This new branch dragged some customers from branch Národní and also took new customers who decided for this branch instead. In general it means no loss for the whole company, but it can falsely impair the statistics of branch Národní. During the final conclusion and creating recommendation author considers these limitations.

## 4 Theoretical part

In this part of the diploma thesis are provided the theoretical knowledge of variety of authors, dealing with the problematic of marketing communication and its particular parts. These knowledge provide needed background for author's further research.

### 4.1 The role and function of marketing communication

Marketing communication has expanded immeasurably in importance since the 1950s. Marketing and marketing communications performance seems to be a robust and ongoing necessity to business and non-business organizations, particularly in the light of environmental turbulence occasioned by government deregulation, escalating internationalization and globalization. (Kitchen, 1999, p. 7)

Role of marketing communication:

Organizations present themselves to achieve a variety of purposes:

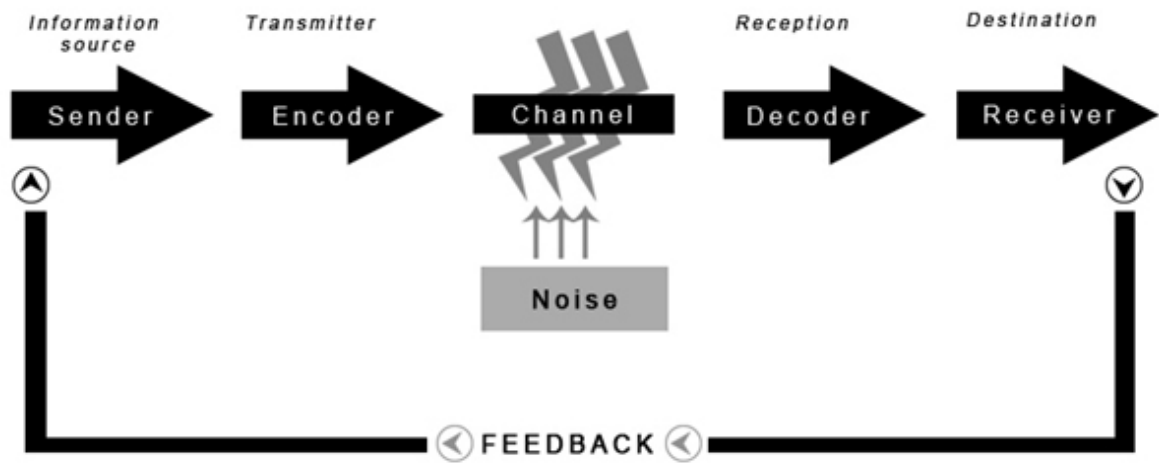
- informing prospective purchaser
- persuading people
- inducing action
- reaching and affecting a diversity of publics

The role of marketing is characterized by a need to inform, persuade, remind and induce action among potential buyers so that their purchase need are directed toward particular organizational offerings. (Kitchen, 1999, p. 8)

### 4.2 Communication Theory

Communication is taken as something common in our everyday life. It is a process of establishing connection between two points for information exchange. (Chitode, 2010, p. 14) The links between two points are not direct and it is necessary to include the interfaces, which are presented in the Shannon Weavers model. This model has been firstly used in the Bell System Technical Journal and was based on the mathematical view of communication. As a main problem has been presented a factor of noise, which causes that the message sent is not the same as message received. (Chaturvedi, 2011, p. 11)

**Figure 1: Shannon Weaver Model**



Source: *Communication.org*, Shannon Weaver model, available online [30/11/2015] at WWW: <http://communicationtheory.org/shannon-and-weaver-model-of-communication/>

This model is based on the presumption that the communication occurs when the message is sent and received unchanged. The concept is theoretical and presents the perfect communication. In practice it is necessary to consider the factor of filters in minds of sender and receiver which affect the content of the message. Filters are presented by *“attitudes, beliefs, experiences, consciousness of personal status, and the ability to think clearly.”* (Chaturvedi, 2011, p. 12) During the process of communication it is important to ensure the high level of involvement of both sender and receiver. Any distraction could cause loss of concentration. *“Feedback corrects the distortions and helps complete the cycle of communication.”* (Chaturvedi, 2011, p. 12)

The Shannon and Weaver models contains five basic elements:

- Sender (information source) - the process of communication begins at this point, when the message is created and send
- Encoder (transmitter) - after the thought about the message has been created, then the sender encode the message via words, symbols or any other form of expressions
- Channel - could be any medium that we use to communication - oral, written or electronic

- Decoder (reception) - receiving, understanding and interpreting the message, this part of communication is very important since the message has to be correctly decoded
- Receiver (destination) - the communication process ends when the receiver understand the message and put it into the action, as intended by the sender (Chaturvedi, P.D., 2011, p. 13)

### The factor of the noise

There is a high possibility that the communication process will be influenced by the noise, which distorts communication. “Noise may be described as any distortion or hindrance that prevents the transmission of the message from the (mind of) sender to the (mind of) receiver.”(Chaturvedi, P.D., 2011, p. 13)

#### 4.2.1 Process of communication

*“The process of communication attempts to use messages (ie transmit information) to create awareness and understanding on the part of someone who is receiving the message.”* (Morden, A. R., 1991, pg. 412) Author farther points out the problem of understanding. Receiver does not always process correctly the given information. This problematic is called “interference” and it is in the form of barriers and impediments. The barriers could be in a form of physical distance, ineffective channels of communication, filtering of message content and distortion of message content. (Morden, A. R., 1991)

Managers should be aware of these barriers and impediments, hence Morden presents the concept of redundancy which leads to improvement in communication like increasing the amount of communication channels for example radio, television, posters etc. and also repeating the message.

Effectiveness of marketing communication depends on number of factors which could be divided into the three main points:

- Personal factors – it is related to human capacity and perception and upon the level of attention and retention, emotional state and individual perceptions of the receiver
- Group factors – group influence on the individuals decision making

- Message factors – clarity of the message, strength and duration of the transmission

Communication can be affected by non-controllable factors like word of mouth information, independent and objective publicity and individual personal recommendations. *“These non-controllable methods are effective and valuable precisely because they will not to be perceived as containing much commercial vested interest. Their recipients will tend to accept them as more trustworthy than the controllable methods.”* (Morden, A. R., 1991, p. 417)

#### 4.2.2 Elements of marketing communication

The marketing communication mix (promotional mix) consists of four major tools:

- advertising – any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor
- sales promotion – short term incentives to encourage purchase of a product or service
- personal selling – oral presentation in a conversational form with one or more prospective purchasers for purpose of making sales
- product publicity/marketing public relations – a variety of programmes to improve, maintain, build or protect a company or product image

The key purpose is to develop effective communication, and for most business organizations the question is not whether to communicate but rather what to say, how to say it, through which media, to whom, and how frequently.

In the following table is presented an overview of major marketing communication tools.

**Table 1:** *Major marketing communication tools*

Communications	Advertising	Sales promotion	Public relations	Personal selling	Direct marketing
Ability to deliver personal message	Low	Low	Low	High	High
Ability to reach large audience	High	Med	Med	Low	Med
Level of interaction	Low	Low	Low	High	High
Credibility given by target audience	Low	Low	High	Med	Med
Absolute costs	High	Med	Low	High	Med
Costs per contact	Low	Med	Low	High	High
Wastage	High	Med	High	Low	Low
Size of investment	High	Med	Low	High	Med
Ability to target particular audiences	Med	High	Low	Med	High
Ability to redeploy as circumstances change	Med	High	Low	Med	High

*Source: Egan, J., 2015*

### 4.3 Communication mix

Communication mix is created by different channels and tools to provide a mechanism for sending a message. In the following subchapters some of basic tools have been explained according to provide a background for author's research. The main division of communication can be described as a non-personal and a personal, however the present situation in the marketing communication is significantly influenced by technological

development. This fact leads to *“blurring the edges between what is direct and indirect, what is personal and impersonal and what has been generated by companies or customers.”* (Dahlén and col., 2010, p. 278)

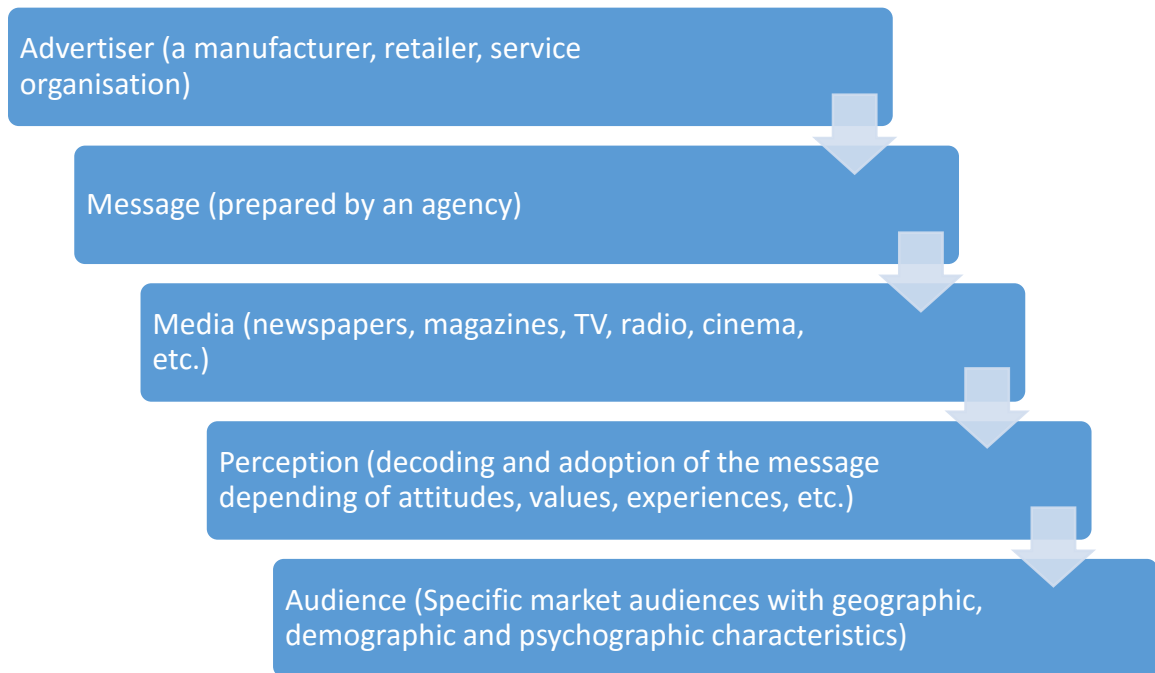
The precisely targeting of the communication mix is necessary to ensure the effective communication with the market. In many situations the marketing activities are managed as costs of advertising instead of expenditures for particular part of marketing. Every marketer should be aware of the expenditures and their division to guarantee minimum waste of money selected for marketing activities, especially communication with customer. (Koekemoer, 2004, p. 15)

#### 4.3.1 Advertising

To describe what advertising presents Koekemoer (2004) uses this definition: *“a means making know what we want to sell or what we want to buy, a means of informing existing and potential customers about a product, its special features and benefits and a means of persuading them to buy the product.”* According to Trehan (2010) the advertising is the main form of mass communication. It is a paid form of communication in a non-personal form provided by identified sponsor (company itself) to the targeted audience. The company has full control of what is presented to the audience and also control over channels which are used for communication. Advertising includes lots of tools that will be described in the following chapter. This form of marketing communication is dedicated to be non-personal so there is no immediate response and feedback to the message that has been sent. From the point of effectiveness, advertising is considered as a very effective form how to communicate with a significant amount of potential or current customer with a low costs per customer. Message could be repeated several times as Morden presents in the concept of redundancy to ensure the brand awareness and familiarity. (Trehan, 2010, p. 175)

In the following picture the process of advertising communication is presented. Similarities with basic Shannon Weaver model of communication can be visible. Noise is also involved in the process, which interfere with the perception of the message and distort the intended meaning.

**Figure 2:** The advertising communication process



Source: Koekemoer, L., 2004

#### 4.3.2 Public relations

*“The publics in public relations are the recipients or audiences which are grouped together because of their common bond or interest in a particular matter. However, grouping and arranging recipients into certain groups does not imply that they are entirely separated.”* (Plessis, 2000, p. 19) Author further explains that the publics are selected and categorised according to their needs and also differs from one organisation to other.

According to Plessis (2000) the public could be divided into two main groups:

- internal – people who are members of the company (employees, stockholders, etc.)
- external – people not directly linked to the company, represents mass media, customers, community in general

Public relation includes a set of inputs and outputs that serves to minimise the conflicts and to create a meaningful relationships between organisation and relevant public group.



#### 4.3.3 Sales promotion

This part of communication mix is created by various marketing techniques, which are created to provide some added value to an offering. The main purpose is to accelerate the sales in a non-personal form of communication. This method is linked to the higher costs, because the technique is related to discounts and favoured amount of product, still it is a cheaper form of communication compared to advertising. It is a controllable method which could rise short term financial performance. The credibility is lower, since the marketer's goals are easily identifiable. (Fill, 2009, p. 21)

#### 4.3.4 Direct marketing

*“Direct mail, telemarketing, and direct response advertising have evolved from very traditional low profile and pushy techniques to a potentially highly sophisticated set of tools to build a long term relationships and engage in profitable interactions with customers.”* (Kitchen, P., De Pelsmacker, P., 2004, p. 64) Roberts and Berger (1999) further add that direct communication to the customer or reduces the waste inherent in many other types of communication that normally cannot be so precisely targeted.

Direct marketing main features are:

- personalisation – significant benefit of marketing communication, using names and titles helps to select an appropriate appeal
- immediate action – direct communication calls for immediate action (purchase, or request for more information)
- “invisible” strategies – strategies used in direct marketing are less visible to competitors since used advertisement is presented only to specific customer
- measurability – ability to track and measure the effectiveness of specific marketing actions, which leads to better allocation of activities and resources (Roberts M. L., Berger, P. D. 1999, p. 5)

#### 4.3.5 Personal selling

Personal selling as a part of communication mix is one of the oldest marketing technique. All the time in history it stands for bartering and trading, it shaped early economies. *“Personal selling can be defined as the process of person-to-person communication between*

*a salesperson and a prospective customer in which the former learns about the latter's needs, and seeks to satisfy those needs by offering the prospective customer the opportunity to buy something of value, such as a good or a service.*"(Cant M. C., van Heerden C. H., 2004, p. 3) Authors further explain that human medium is the best marketing communicator because interpersonal communication is excellent in persuading about advantages of possessing the particular product.

Characteristics of personal selling (Cant M. C., van Heerden C. H., 2004):

- flexible – can be adapted to situation or client
- builds relationships – relationship management, ensure that buyer receive the appropriate service
- more efficient communicative interchange – the understanding of the marketing message could be explain, compared to one-way communication
- expensive – following to the previous point, personal selling is expensive form of communication

#### 4.3.6 Sponsorship

Sponsorship is an important part of communication mix. *"Mass media advertising clutter, increasing media costs, level of irritation, and brand confusion all lead to diversification in the communication mix instruments used."* (Kitchen, P., De Pelsmacker, P., 2004, p. 96)

Authors further add that sponsorship is perceived to be less cluttered and more credible compared to mass media. There is a wider and stronger relationship between companies and their sponsors that is visible in professionally organized sponsorship associations. A technique used in sponsorship is based on the seduction and theory of creating a need for given product. Customer should want the product not to be forced to buy it. *"Consumer delight and relevant consumer experience are more important than hard-sell arguments and rational products characteristics."* (Kitchen, P., De Pelsmacker, P., 2004, p. 97)

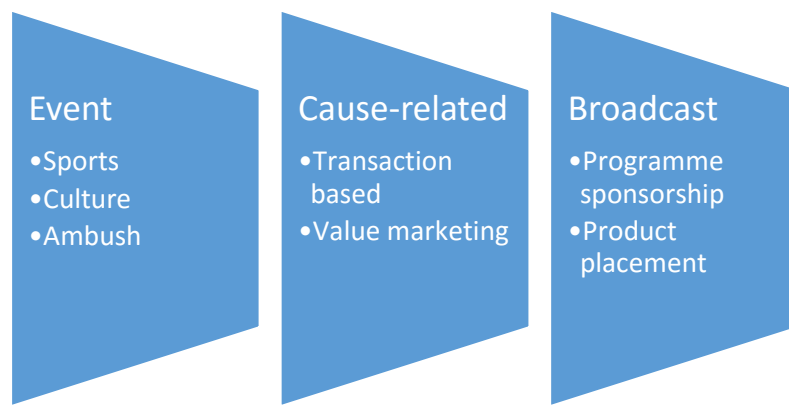
#### Types of sponsorship

In general there are three basic types of sponsorship (Fig. 1) that are characterised by its organization. Event sponsorship is related to some sport or culture event organized by

company or someone else with the name of the company. It is very common and popular among marketers due to its mass usage. Each event has significant amount of potential customers that could be reached. On the other hand there is a still chance of negative advertisement in case that, for example sponsored celebrities or teams behave inappropriate. Cause-related sponsorship is characterized by a good cause or social profit organization that is supported by given company and the last type presents situation when company associates itself with a television programme or uses a television programme to promote its brand.

So called *ambush* sponsorship is an unusual form of sponsorship. Kitchen and De Pelsmacker (2004) explain the term like a situation when “*company deliberately seeks the association with an event without being its official sponsor, to carry over the impression that it is a legitimate sponsor.*”(2004, p. 99)

**Figure 3:** Different types of sponsorship



Source: Kitchen, P., De Pelsmacker, P., 2004

#### 4.4 Media

Based on the Egan (2015) theory is media defined as the channel through which the message is channelled rather than the strategy behind. “*That is to say that marketing communications medium is any medium capable of carrying a message to one or more people.*” (Egan, 2015, p. 24) Each of the medium has a different level of efficiency and its own strengths and weaknesses, which will be discussed.

*“By the end of the 20<sup>th</sup> century, two thirds of marketing communication spend was on ‘below the line’<sup>1</sup> (i. e. not advertising) activities such as direct mail, sponsorship, sales promotion, telemarketing and infomercials, with conventional advertising taking up the rest (‘above the line’<sup>2</sup>). This is reversal of the traditional allocation of budget.”* (Varey R. J., 2002, p. 166) Author further adds that consumers were considered as a passive recipients of marketing communication, but today there are accepted as an active media user (there is cognitive activity in media consumption). Consumer behaviour is unpredictable and marketers cannot expect rationality.

Marketing managers developed the new approach of advertising presented by product placement. It is an alternative way how to make a contact with customers. *“In this integrated or embedded marketing, participating providers receive free product publicity in return for furnishing goods as free props the film set. Viewers don’t realize that they are, in effect, watching an advertisement.”* (Varey R. J., 2002, p. 167) Varey (2002) says that this promotional technique can create a positive association with the product and its consumption so called ‘halo effect’, co-promotion and joint marketing is a growing business.

In the Table 2 the four modes are presented in a relation with directive and interactive media. There are different types of media used in marketing which enable the communication with customer. The interactive approaches *“turns customer prospects into purchasers, lower marketing costs, and create new sales channels.”* (Varey R. J., 2002)

---

<sup>1</sup> specific, memorable activities focused on targeted groups of customers, under control of the organisation (sponsorship, sales promotions, PR, personal selling, direct marketing)

<sup>2</sup> focuses on mass media methods, includes print, online media, television and cinema advertising (businesscasestudies.co.uk, online 02/02/2016)

**Table 2** Relation dimensions of communication media

<i>Media</i>	<i>One to many</i>	<i>One to one</i>
<i>Directive</i>	Presentation	Narrowcasting
	- mass media advertising	- direct mail
	- standard catalogue	- selective catalogue
<i>Interactive</i>	Consultation	Conversation
	- trade shows	- personal selling
	- CD-ROM	- telesales
	- list based email	- personal email
	- PR and hospitality	- personalized website
	- Website	- consulting

Source: Varey R. J., 2002

In general mostly the company's budget is limited and it is very important to select media in a most effective and efficient way. The effectiveness of the medium is in its capacity to generate a desired outcome/ communication objective. The efficiency of the medium is the amount of resources expended aspiring for the aim of advertising. (Varey R. J., 2002)

#### 4.5 Campaigns and its organization

In this subchapter the basic information and techniques about campaign organization are presented. According to Canwell (1998) the most important part of the process is to know yourself as a company as well as your customers. The organization/company should try to identify what are the needs of the customer. In general, the main aim of the marketing is to meet the needs of the customer you are providing the goods for. Author further adds that it is also very important to establish the aims and objectives of the campaign itself. Part of the planning process is dedicated to the research of these objectives and understanding their purpose.

There are examples of objectives that companies follow:

- to maximize profits
- to maximize sales

- to increase the range of products available to their customers
- to break even
- to provide an income for its owners
- to beat the competition, etc. (Canwell, 1998, p. 7)

Marketing campaign in the long term perspective should fulfil the company's general aims and objectives to provide solid background for the perceived identity of customers. In the short term period the campaign has to be managed in a way to fit those long term objectives.

It is necessary to identify the organization's main goals, which significantly helps to target the marketing campaign. After this process it is relevant to consider who our customers are and what their needs are. (Canwell, 1998, p.12)

#### Find out who is your customer

According to Canwell (1998) there are questions that help us in identification of our customers. If the company answers these questions it complies appropriate procedure in marketing communication selection.

- Can I find out whether my customers are individuals or organization?
- Can I find out what types of product or service they are using at the moment?
- Can I find out when they tend to buy their current product or service?
- Can I find out how often they tend to buy their current product or service?
- ... (Canwell, 1998, p. 13)

There are several questions that help us identified customer's needs, what our target group is. Company's product could be suitable for some particular groups of customers and it is very important to adapt to customer's changing needs and matched rivals in designing new and appealing products.

Our customers could be divided into different categories:

- age groups – youth markets are more likely to be about fashionable things, different range of spending compared to older group

- sex – different products for males and females, the way of packaging and advertising is influenced by this segmentation
- single or family – determine the number of products and size of package the customer would buy, there are different attitudes if the customer is single person or family member (amount of purchased product, frequency of purchase)
- social classes – helps to identified expected income, purchasing power of customer
- location/neighbourhood the customer lives in – relevant information for targeting of the advertisement, helps to identify areas where the advertisement would be most successful and beneficial for the campaign, also tries to eliminate the areas where the customer cannot reach the product/service
- culture – not only includes national differences but also regional, low willingness to pay for expensive products in poorer regions, different traditions etc.
- life cycle state – changing the buying habits over a lifetime, connected also to age status and marital status
- psychological state – closely linked to previous ones, changes over the lifetime
- ... ( Canwell, 1998, p. 17)

#### 4.6 Evaluation of marketing campaigns

In the beginning of this chapter let introduce the marketing campaign itself. According to Entrepreneur.com (online) the campaign is *“a specific, defined series of activities used in marketing a new or changed product or service, or in using new marketing channels and methods.”* The effective marketing is one of the competitive advantage, which is necessary to focus on. If the company wants to succeed the managers need to focus on the marketing, promotion and advertisement. *“Successful campaigns tend to be carefully researched, well thought-out and focused on details and execution, rather than resting on a single, grand idea. Planning a marketing campaign starts with understanding your position in the marketplace and ends with details such as the wording of an advertisement.”* (Entrepreneur.com, online)

The evaluation of marketing communication is a measurement of its effectiveness, which becomes a key strategy in management concern. *“To define the evaluation focus, marketing communications should not be measured only as an input/output equation. It should take short-, medium- and long-term perspective of the impacts on target audience, organisation and brand objectives.”* (Dahlén M., 2010, p. 476)

This concept of division the marketing communication Dahlén (2010) presents in four stages below:

- **Formative evaluation** – before the campaign begins it is necessary to provide information from market dynamics (market conditions, competition and target audience requirements) to shape the nature of condition the intended outcomes of the campaign efforts. This first stage can be described as a measurement phase of communication intentions.
- **Process evaluation** – this stage measures communication efforts in terms of budget, expenditure and component cost effectiveness. In this phase the company implements the marketing communication as the messages are placed and received, also communication mix effectiveness is analysed.



- **Outcome evaluation** – evaluation of customer behaviour in terms of changes in purchase behaviour, this stage focus on short- and medium-term communications effects of awareness.
- **Summative evaluation** – this stage is dedicated to evaluation of long-term impacts on brand loyalty and relationship in sales and profitability.

This four staged process could be also presented in the key concepts and steps of marketing campaign (MarketingMO.com, online):

**Figure 4:** Key concepts and steps of the marketing campaign



Source: MarketingMO.com (online)

#### 4.7 Customer's buying behaviour

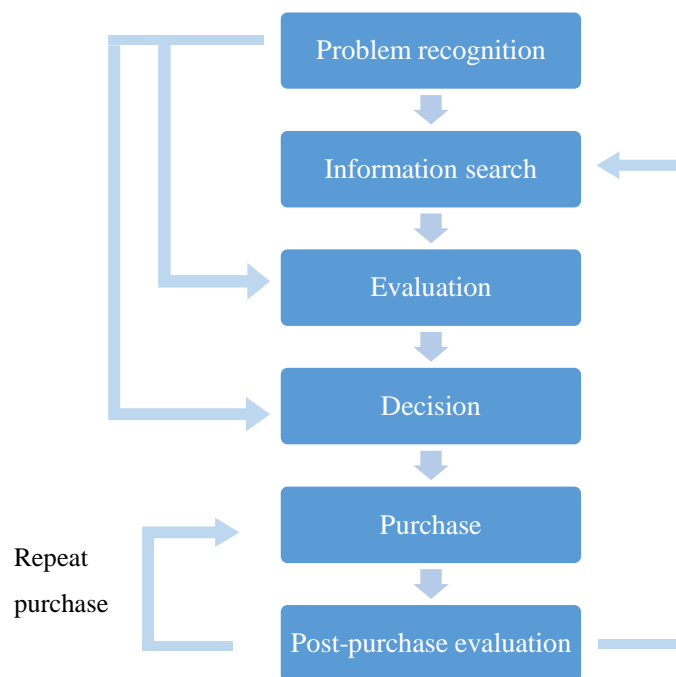
In this diploma thesis the author presents the basic facts about marketing communication, which are important for establishing an efficient marketing campaign. The marketing tools and media are important, but the behaviour of consumer is an inseparable part of decision making process in planning the marketing campaign.

Buying behaviour of customers is influenced by many factors and it is very important to take them into the consideration. As Egan (2015) described in his book, every customer is

different according to his/her own characteristics and an environment that shapes each personality. The two main forces are in general nature (our DNA, what we are born with) and nurture (the influence of the environment). From this basic division two main theories are derived.

- **the cognitive paradigm** – focuses on the thinking process, decision making and problem solving series of activities, related to the fact that consumers are rational oriented; “it also makes the assumption that most product choices are routinized problem solving characterised by habitual behaviour with little thought going into the purchase and largely based on previous buying experience.” (Egan, J., 2015) Author further adds that the basic model of buying process can be described as a process of six steps, which are depicted in Figure 3.

**Figure 5:** Buying model



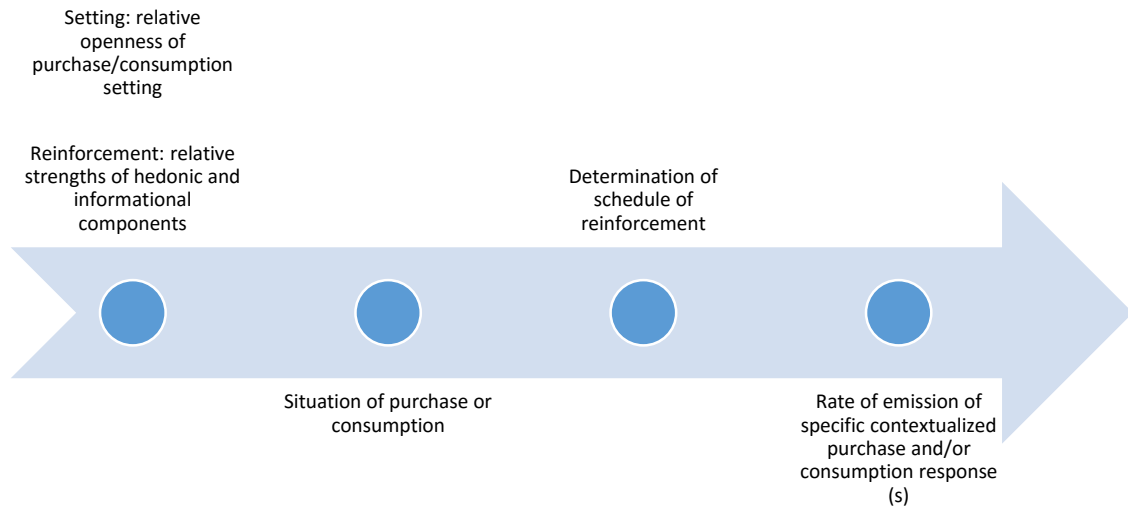
*Source: Egan, J., 2015*

This simple buying model shows the basics of consumer’s behaviour. In the beginning there is always some problem to be solved (need, desire, obstacle in another process, etc.), then there is the part of problem solving done through

information research which leads to evaluation and enables the decision making process. This whole chain leads to purchase and post-purchase evaluation which can lead to repeated purchase. There is a term used by many marketers – “front of mind” that according to Egan (2015) presents the fact that the aim of brand owners and their communication is to achieve prominent place in an evoked set.

- **the behavioural paradigm** – a behavioural settings include the temporal, physical, and social context within which action occurs, all of it is determine by space and time. *“However, product and person also influence the nature of purchase and consumption behaviours and are assumed in the Behavioural Perspective Model to be the prime sources of situational influence.”* (Foxall G., 1990) In this model the relationship of the independent variables can be seen, defined by the discriminative stimuli embedded in purchase and consumption settings, and the reinforcing stimuli contingent upon purchasing and consuming to the actual purchase and consumption response.

**Figure 6:** Behavioural Perspective Model



Source: Foxall G., 1990

#### 4.7.1 Factors affecting buying behaviour

The whole process of buying is formed by both behavioural and cognitive decision making. Still there are factors that influenced this decision making process. In this subchapter some of the factors are presented.

- Cognitive dissonance – this situation occurs when there are two conflicting objectives that consumer cannot decide about. Individual seeks how to avoid this situation or introduce third option that helps in the decision process and reduce the dissonance;
- Post-purchase dissonance – it is a kind of mental discomfort that occurs after purchase process, created by an uncertainty about the value for money;
- Attitude – strongly related to consumer's behaviour in buying process, directly affects what he/she will buy;
- Perception – how the situation is interpreted and recognize, each consumer has different perception from other;
- Learning – related to the second phase of presented buying model, also connected to situation based on prior experience (post-purchase evaluation);
- Motivation – this factor is connected to consumer's inner drive which causes the need for some level of satisfaction. (Egan, J., 2015)

## 5 Practical part

The Practical part of this diploma thesis deals with the specific marketing campaigns in the particular company and its selected part – branch Národní. The presented theoretical background serves to analyse the main approaches and provide the proper recommendations in marketing communication. In the following part of the thesis the data collection and its evaluation is provided. Based on the obtained data and the results the recommendations are done.

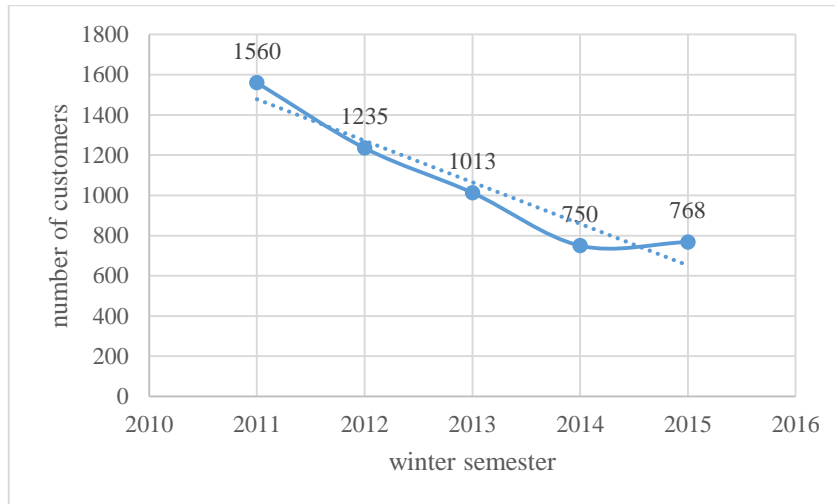
### 5.1 Definition of the case study

The observed company provides services in language education and translation. It can be considered as a middle size company. The branches are in the centre of Prague (Prague 1 and 2) and also Prague 8 and Prague 5, another branches are in Pilsen and Budweis. Observed market is created by local competition in Prague, thus the market is considered as a small (in a global measure) and crowded. The company is currently operating 17 years on the market and has a great knowledge of the provided services. Marketing communication is the added value in the competition and that is why the name of described company stays anonymous. Because of the size and tradition of the branch author has chosen the branch Národní in Prague 1 for the research. This branch is considered as the largest, when compared to other company's branches.

The language education in general is separated into the group courses for wide public, individual courses and courses for companies. The author focus on the group courses and campaigns related to specific semesters. The aim of the thesis is to evaluate approaches and methods used in winter semester 2014, and winter semester 2015, because of the changes in communication that were made during one year. The duration of winter semester is from September till February. It is common that the marketing campaigns start in July. The whole communication mix is used during each campaign, but still there are slight changes in the final number of enrolled students. The author wants to present possible reasons for these changes based on the questionnaire research and also established and present what the actual market share changes in the last two campaigns (2014 and 2015) were.

The trend in last years is that the branch Národní is losing its customers. In the following Graph 1 the situation is visible. Possible reasons are discussed in the next chapters.

**Graph 1:** Trends in the number of customers



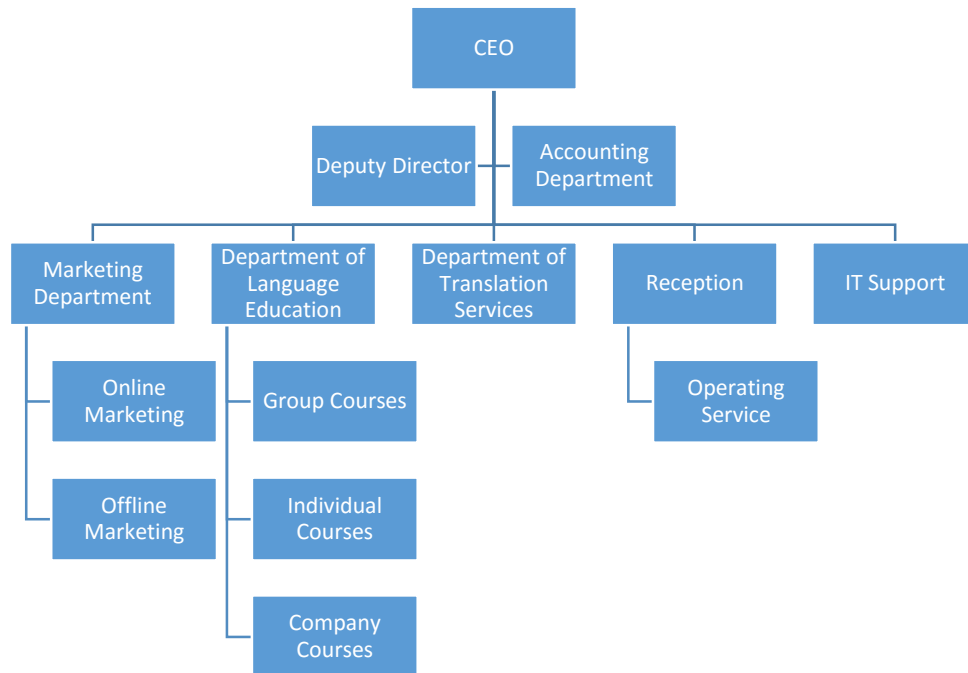
Source: Author's own input from internal data of the company

The diploma thesis evaluates the offline marketing communication and its possibilities. The results of author's analysis will be provided to the managers of the observed company followed by own recommendations how to enhance marketing communication if necessary. This analysis is significantly based on the intern information from the company and also the possibilities provided by company's managers to do the questionnaire research.

### 5.1.1 Organizational structure

In the company there is basic hierarchical organization model that is known for its simplicity and clearly defined rules and responsibilities. It has functional structure where "each portion of organization is grouped according to its purpose." (Writing, A., online 02/14/2016) This structure works well in the companies where the teams are created by reliable employees with good knowledge. The limitation of this structure is in the coordination of communication between each department since they are working separately. In the following figure the situation in the observed company is depicted.

**Figure 7:** Organizational structure of the company



*Source: Author's own input*

According to the organizational structure (Figure 7) the hierarchical type of organization is visible. Each of the five department has its team that maintain a selected area of the business. This diploma thesis focuses on the Department of Language Education, specifically on the Group Courses. This team has its own head manager who is responsible for fulfilment of plans and managing of the department. The head manager is directly under the CEO who delegates tasks and sets plans for future period.

The Department of Language Education division of Group Courses has currently five employees, who are responsible for customer service (calls, emails and personal appointments), accepting and processing of orders, communication with teachers of provided language courses, scheduling group courses in each semester, personal selling and direct marketing and more. This basic activities are coordinated by the head manager who outlines how important each activity is and its relevance. Each employee is responsible for this set of activities together in the team. Workload is delegated between the members of the team.

### 5.1.2 The product/service

The main service that is purchased is the language education. This service presents the main part of company's revenues and is significant for the company's recognition. The observed company has provided language education for 17 years. The diploma thesis focus on group courses for wide society, which are differentiated by language of the course and also by different types of the course:

- general courses – provide basic language education according to the particular methodology, students are able to learn half of the language level (can differ according to particular language), the price of this course is 3,450 CZK
- conversation courses – these course focus only on practice in conversation, the usual price of this course is 3,450 CZK (Czech teacher), 3,550 CZK (native speaker)
- junior courses – additional courses for children (approximately 6 to 12 years old) who wants to support language education on the elementary schools or just learn new language, the usual price of this course 3,450 CZK
- senior courses – the content of these courses is the same like in the general courses but these courses are suitable for people over 60 years, who want to study with a group of elder people; most of the people have chosen this type of courses because of the uncertainty to study with younger people who are generally faster in learning process, the usual price of this course 3,450 CZK
- courses for specific language exams – methodology in these types of courses is created by the specific demands of particular language exams; these courses are usually longer (the higher hours subsidy), the usual price for this course 6,400 CZK
- other special courses related to different time period – preparation for final state examination, summer camps for children, intensive courses for foreigners etc.

The courses are in winter and spring semester. The courses include a total of 16 lessons, each 90 minutes long. Summer courses are shorter and include only 12 lessons from June until the beginning of September. The content of each course is created by an educated methodologist. The added value in this situation is the approach of selling the course and in services that the course itself complement. Thus, it is very important that the team of



employees and teachers behave customer friendly. The marketing communication is very important to enhance the company's competitiveness, because the quality and content of services (language courses) could be comparable with other language schools in the eyes of customer.

### 5.1.3 The customer

Based on the author's experiences there is no typical customer, because the company focus on the wide range of customers. In the chapter 5.1.2. is visible how many types of courses they are offering for their clients, therefore the scale and variety of them is huge. There are language courses for small children as well as for seniors in the third age courses.

But the variety of customers is somehow limited. If we focused on the purchase itself, the children cannot be considered as customers. The target group are the parents of these children who undertake the purchase. This lightens the decision making process in marketing communication. It is not necessary to catch the eye of small child, but managers should focus on the adults. The communication is nevertheless complicated due to the fact, that the youngest customers who purchase the service are high school students. These customers are sensitive to the marketing communication in a different way to adults, who, are already working and have more experience with advertisement. The author assumes that customers who have greater life experience will be more sensitive to the quality of services provided and also less interest towards advertisement.

To conclude there is a higher percentage of women than men, but there is no specific statistic about the customers at all. The author's research therefore helps to provide some basic overview about company's customers, at least in the illustrative form.

### 5.1.4 Introduction to a database for the research

One of the main source of information is a database that the author used for the marketing research. It is an internal system of the company called "*Jipis*", which provides all information about the courses and customers. In the system all data about current and previous courses and customers are included. Each student (customer) has his/her own profile with basic information – name, address, phone number, email and date of birth. It is the main system for all branches which is unified so that each employee can be oriented with

every single customer and course (group, individual and company). Additionally, the system provides an overview for the managers about the number of enrolled student in each semester – the success of each semester.

In the following Figure 8 author presents the example of student's profile:

**Figure 8:** Student's profile

**Student Frenclová Lucie**

[Návrat zpět](#) [Editovat](#)

SID:	34146
Příjmení:	Frenclová
Křestní jméno:	Lucie
Adresa:	Praha 9 190 00
E-mail:	lc.frencl@gmail.com
Telefon:	
Rok narození:	1990
Rodné číslo:	
Datum vytvoření:	26.9.2014
Poznámka:	zaměstnanec

Fakturační jméno:	
RČ / IČ pro fakturaci:	
Fakturační adresa:	
Fakturační email:	
Poznámka k fakturaci:	

Objednávky      Objednávky individuálních kurzů      Poznámky

**Objednávky studenta**

Období: Aktuální (Jaro 2016)      Číslo kurzu:      Platební metoda:      Variabilní symbol obsahuje:      Pobočka:

[Zobrazit](#)      [Zrušit](#)

*Source: Author's own input from internal data of the company*

The basic information about the customer, which provides unique profile for each customer can be seen in Figure 8. Name, address and date of birth are significant data due to payments for courses (invoices). Email address is used for important communication with the customer. All the information related to studies are communicated via email, or in some cases by a phone call. Email communication is also considered as a great opportunity for direct marketing, which is widely used.

Each customer has all the courses he/she ever ordered in his/her profile (see Figure 9). It is visible how many courses and in which time period he/she studied. Each customer also fills the question for marketing purpose – How did you find out about our language school? Due to this question the company knows about which communication channel the students uses. This system has its limitation in the fact, that many of the students are students who are continuing in the studies, so they do not fill this question again and also it depends on their

decision, because it is not mandatory to answer this question. In the following figure the course order and the question can be seen.

**Figure 9:** Student's order

Objednáno:	12.2.2016 19:29
Student:	
Kurz:	F01N02J - Francouzština (Obecný / A1-II)
Dvoj-objednávka kurz+navazující:	Ne
Stav:	Nová
Platební metoda:	Platební kartou v kanceláři
Číslo karty:	
Variabilní symbol:	
Cena kurzu:	3 450,00 Kč
Sleva:	0,0 %
Cena objednávky:	3 450,00 Kč
Zatím zapláceno:	0,00 Kč
Poznámka k objednávce:	
Poznámka od zákazníka:	
Odkud nás zná:	Od kamaráda/dky
Objednáno z IP:	147.32.31.193

Source: Author's own input from internal data of the company

This particular customer selected the possibility “od kamarádky” which means – friends’ recommendation. Word-of-mouth recommendations of other students are very important. The reputation of the company plays a significant role in decision making process. It is necessary to avoid negative attitudes and experiences of customers.

### 5.1.5 Communication mix

Advertising – provided by offline and online methods of marketing; online marketing focuses on social media (Facebook, Twitter, Instagram), offline marketing has been presented in the previous chapter about marketing campaigns. The company is very active in distributing newsletters and, in using street banners and posters. Usually during the last month of each campaign a radio advertisement is released. This type of advertisement is used as support at the end of the campaign for the new semester. Billboards and roll-ups are used during the whole year to build brand awareness. Word-of-mouth is also very important type of advertisement, but is also not predictable and not in the hands of company management. It is strongly related to customer's satisfaction and the level of services that the company provides. The reputation of the company is often discussed on internet forums. However, it is not always possible to deal with negative comments and criticism made on

these forums. Since the costs for marketing communication are usually higher in offline marketing, the author's research is dedicated to this area of communication. In the following chapter the customer preferences and attitudes towards the company's advertisement are presented.

Personal selling – ensured by the coordinators of group courses in the study department; potential customer usually come to the office for more information and help to decide. This method of communication is very successful when people are unsure about competitive offers. The coordinators promote the value of goods and services to customers and can discuss its benefits. Customer's reaction leads to changes in communication or different offers due to quick feedback.

Discounts and Promotions – the observed company provides a wide range of discounts for its customers. Those discounts are administrated by the coordinators of language education. The customers can use also benefits from their employer (Benefity.cz, Caffeteria, Benefity +, etc.)

- loyalty 15% discount (time limited)
- 5% discount for previous and current customers
- 10% discount for double semester sign in (two semesters –winter and spring)
- 10% discount for students
- 10% discount for customer older than 60 years
- 10% discount for unemployed customer
- 10% discount for customer on maternity leave
- 5% discount on second course in the same semester
- 10% discount on third course in the same semester
- family discount – quantity discount for individual customers from one family 5% or 10% discount for two or more group courses
- 10% discount for owner of CrossCard or loyalty card Pražská plynárenská, a.s.
- 10% discount for members of Club Alumni UK

The relationship between discounts and enrolment into the language course is observed in the questionnaire, where the discount is one of the possibilities of customer's decision to buy the service.

Public Relations – in this area of marketing communication the company is not so much involved, there are mainly positive references in mass media about the sponsorship and other activities of the company. The positive and negative references are mainly presented on the social media platform. It is built up on the experience with quality of the service and personal attitudes. It is very hard to protect the company's image in relation to social media and negative references. Thus there is an online marketing coordinator responsible for monitoring feedback and comments.

Direct Marketing – related mainly to the email communication; the company often communicates with the customers via emails with special offers and loyalty discounts. Email addresses are available in each student profile (see Figure 8). The direct marketing approach was used in the campaign 2014 and 2015. The company also communicated through mail. Each customer, who was not signed up for the language course for a period longer than one semester received the personalized letter with a remembrance of the company and loyalty program.

The coordinators of language education also select students who didn't enrol into the following course and actively ask for such a reason and offer other possibilities (different courses, language, individual courses etc.). The direct marketing has to be done in a sensitive way so the customer does not feel overwhelmed by the advertisement.

Event sponsorship - the company is very active in a sponsorship and in this subchapter the author presents the most significant. Most of the support is provided in free courses for people connected to this projects or organizations. The company supports mainly young people, children and handicapped people.

- Centre Dialog
- Yourchance
- Srdcerváci

- Library for Kenya project
- Proms
- Miss “Maturantka roku”
- Let’s give children chance project
- Support of children’s homes
- and many others

The sponsorship is important for positive associations of customers towards the company.

## 5.2 Campaign winter semester 2014 and 2015

The main goal of the company’s campaigns for each semester is to keep the current customers and attract new ones. An offline marketing campaign which is observed in this diploma thesis is created by many tools. Some of them are used during the whole year like a base of public lightning or horizons. Also an advertisement in radio and newsletters (iList Vše, MF Dnes and Cinestar magazine).

In this thesis the author focuses on the branch Národní, which is in the centre of Prague 1. It is necessary to considered that offline advertisement is not only in Prague 1, but also in another parts of the city. This advertisement could also influenced customers from another places. For example in the campaign 2015 as a tool of advertisement the benches with printing (see Appendix) have been used in Prague 10, or there are bus lines to suburban areas with the posters.

In the following Table 3 the specific tools for each campaign are presented. There were slight changes in each campaign which led to in different financial demands.

**Table 3:** Campaign winter semester 2014 and 2015 (Prague 1)

Campaign winter semester 2014	Campaign winter semester 2015
Cityboards	Billboard (1pc)
Billboards (3pcs)	Hand out of newsletters
Hand out of newsletters	Pure fitness – roll -ups
Posters (on the streets - Prague 1) – Rengl agency	Worldclass fitness – roll-ups
Posters –balustrade, waggon (underground – line B)	Posters – sports complex, health care centres
Posters – sports complex, health care centres	Posters –balustrade, waggon (underground – line B)
Advertisement on pizza boxes	Student’s café and music clubs – language offers (schedule of group courses)
Hand out of promotional gifts	
Pure fitness – roll-ups	
Cross Café - placemats	
Student’s café – language offers (schedule of group courses)	
<b>Total 158,968 CZK</b>	<b>Total 121,399 CZK</b>

Source: Author’s own input from internal data of the company

### Forms of marketing communication

According to presented Table 3 the following forms of advertising have been used:

- Billboard/city board – used among Prague, the form has been same for last two campaigns 2014 and 2015 (see Appendix 1 – advertisement 6B)
- Hand out of newsletters – newsletters are in the form of printed schedules for a particular semester; it serves as the advertisement and also as a source of information. Many times the customer comes to the office of study department with this newsletter and has used it to choose a course. It is distributed mainly by the hostesses approximately one month before the semester close to the underground stations, and

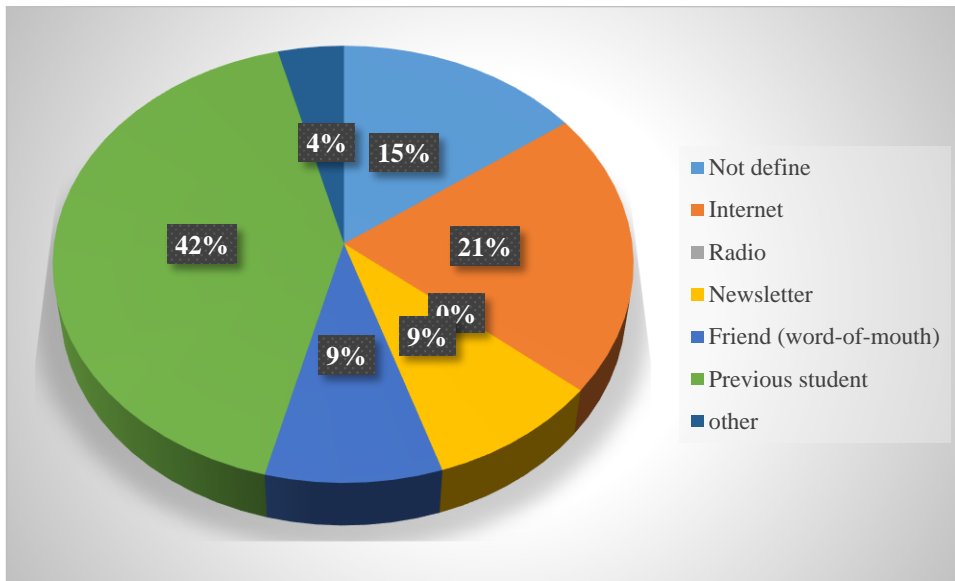
other localities where a high number of people occur, the newsletters are also provided in the all branches for current students. A limitation of this channel is that there are prohibited areas of such a distribution (for example Prague 1).

- Posters – are usually used on the public lightning, bus stops, underground waggons and many others, this form of the advertisement is similar to the city boards and billboards (in the questionnaire form 6A and 6B) – there is an incentive for purchase, therefore it is used mainly before the new semester starts (approximately 4 weeks before)
- Roll ups – are connected to the whole year advertisement, the company used contracts with partners as a Worldclass fitness or Pure fitness; this advertisement is in the form on brand propagation. The logo is presented together with general sings of the company (different faces, used font of letters and colours)
- In the winter campaign 2014 the company focused also on the handout of promotional gifts (badges, pens, language pexeso, ...)
- In the same year also the cooperation with the local pizza delivery has been used, on the pizza boxes the logo and basic information about the company has been printed, the target group were younger people, who used this delivery service
- Cooperation with Cafés provided also distribution of newsletters supported by the printed placemats with company's advertisement (again form 6A or 6B)

The difference in the amount of used tools in communication mix is obvious. Since the number of customers was decreasing each year, the company decided to involve less money for offline marketing and focus on the channels or ways of communication that were considered as more effective. Billboard, posters and roll ups were used as a traditional approach of offline communication. The hand out of newsletters is done each campaign during specific events or time periods, especially before the new semester begins (around 5 weeks before). The effectiveness of channels used for communication is presented in the following two graphs that are related to the internal statistics. The data are connected to all group courses that were taught in the semesters 2014 and 2015.



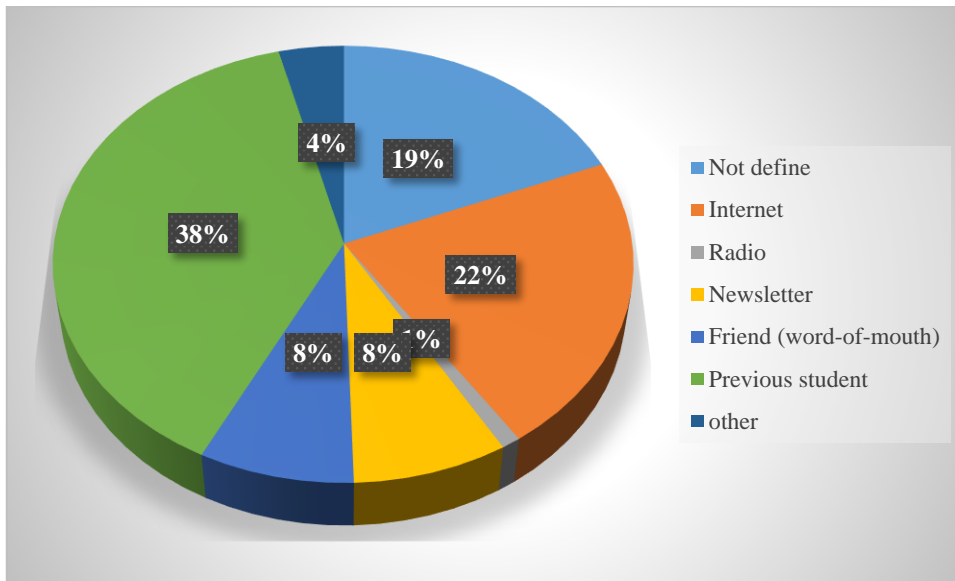
**Graph 2:** Statistic of winter semester 2014



*Source: Author's own input from internal data of the company*

During the winter semester 2014 campaign many communication tools were used. The company focused on the city boards and billboards, hand out of newsletters, posters in the underground and in the streets and other places, roll-ups and promotional gifts. Posters and newsletters were also advertised in cafes. According to the internal database, the author created the basic graph. Most of the customers, 42%, decided to buy the service/product, because of their previous experience with the company. The second mostly chosen variant, 21%, is the internet advertisement or customer's own research on the internet during the decision process. Personal recommendations and newsletters are similar in its effectiveness since it brings 9% of new customers each. This statistic has its limitations, because there is a high percentage (15%) of "not defined" answers. The other limitation is that customers usually tend not to mention all variants of advertisement that they have seen and also there is only one option to be chosen, which provides no place for choosing more than one variant. Because of this general statistic the marketing communication for winter semester 2015 focused more on the most used tools and channels by the customers.

**Graph 3:** Statistic of winter semester 2015



*Source: Author's own input from internal data of the company*

In the winter semester statistic the results are very similar. 39% of customers were considered as the previous ones. The second chosen option internet, 22%, remained on this high level. Personal recommendations and newsletters were again on the same importance 8%. Another limitation or bias in the general statistic can occur because of the situation, whereby customers saw the poster or other advertisement and based on this situation started searching on the internet. As a final source of decision is then chosen the internet instead of the poster or other method.

The real situation with the marketing campaigns is presented through a basic calculation of a Return on Investment in the following chapter 5.2.2.

#### 5.2.1 Return on Investment

Based on the presented costs for winter semester campaign 2014 and 2015 the author calculates the Return on Investment rate and quantify the success of each campaign.

#### **Winter semester campaign 2014**

After the campaign 2014 the 750 students (customers) signed for the group courses education. This number of students is considered as a number of sold products/services. According to the number of enrolled students is the gain calculated as (x) CZK. The costs

(y) CZK for winter semester are costs for the marketing communication. The number of students is modified according to a linkage with offline marketing.

$$ROI_{2014} = \frac{(x - y)}{y} * 100 = 930.8\%$$

The calculated ROI for campaign in year 2014 is 930.8%, which means that the money invested into the campaign 2015 returned nine times. This result is further compared to the ROI index calculated for campaign 2015.

### **Winter semester campaign 2015**

Similar to the previous calculation the situation in the campaign 2015 is quantified through the ROI index. The gains and costs of the campaign were different based on the higher number of enrolled students (768) and lower costs for offline advertisement (24% lower).

$$ROI_{2015} = \frac{(x - y)}{y} * 100 = 1,264.1\%$$

The calculated ROI for 2015 campaign is 1,264%. It is about 334 percentage points higher than in the previous year. This result means that the winter campaign 2015 has been more successful in terms of investing. The money put into the campaign 2015 twelve times return.

### 5.3 Final comparison of the campaigns 2014 and 2015

The previous chapter 5.2 presents the general overview about the form of marketing campaign and the statistics about customer's preferences for specific channels that were used. Most of the time the customers seem to be self-sufficient. If we do not take into account that the significant number of customers in both campaigns (over 35%) decided to enrol for another course because of their previous experiences, the second highest number of customers (over 20%) purchased the product/service based on their internet research. From this fact the author considers internet advertisement as a very powerful instrument and the company should focus on the presentation of their webpages and online marketing in general. From the offline marketing the most powerful seems to be the hand out of newsletters and personal recommendations. Posters and other visualisation are necessary to attract the customer and increase the response rate, the real action of purchase.

For the campaign 2015 the offline marketing tools were used less. The company focused on more traditional channels that were evaluated as more efficient in reaction to customer's preferences. The real impact on changes in customer's purchasing behaviour is therefore not significant. That is why the structure of Graph 2 and Graph 3 is similar. Actual number of enrolled students is higher about 18 persons in the winter semester 2015. This increase is not high, but the first after period of decreasing (see Graph 1).

Because the result in comparison of number of purchase (enrolled students) and structure of their preferences is not considered as convincing, the author decided to use the investment calculation of the ROI to compare the effectiveness of each campaign. Because of the sensitivity of proceed data, author presents only results of hidden calculations.

From these results the author evaluates that the campaign 2015 was significantly successful compared to the campaign 2014. It is visible from these calculations, that the structure of investments and focus on traditional channels had a positive influence on the company. The invested money in the winter semester 2015 returned twelve times compared to winter semester 2014, whilst the campaign and its impact brought the investment back only nine times.

#### 5.4 Data collection

Secondary data collected for this analysis are from the internal resources of the company such as internal statistics about costs and revenues for advertisement, satisfaction questionnaire and brand awareness statistics. Primary data are obtained in the cooperation with specialist from marketing department of the company, who provided necessary advices about compilation of author's questionnaire. All the data was collected to provide an overview of company's performance in marketing communication.

The total number of students (customers), who were asked to fill the questionnaire is 768 in the selected branch of the company. The number of returned questionnaires is 136.

$$RR = \frac{136}{768} * 100 = 17.7\%$$

The response rate is almost 18% which represents the sample of customers. Due to this lower response rate the sample will be described as an illustrative one, not representative. Krejčí J.

(Socioweb, online) explains there are two main reasons for decline in response rates. Firstly, the number of surveys undertaken each year which, could be described as “over-surveyed” customer. People can understand the survey as a direct marketing that threaten the privacy of respondents. The second reason relates to changes in lifestyle; respondents do not have time to take part in the survey which leads to an increase in non-response rates.

The fact is that during the year there are at least two questionnaires distributed by the management of the company. These questionnaires are related to customers’ satisfaction. Due to this fact it is possible that customers are overloaded by surveys in a short time period. Another reason for lower response rate could be the time period when the survey was done. Only one week before the author’s distribution of questionnaire the management of the company released their own questionnaires of satisfaction. During one month there were two questionnaires not directly related to the same topic and, confusion among customers may have occurred. These negatives were outweighed by the possibility to win the free language course for spring semester 2016. If the respondent filled the questionnaire till the end, there is a question 12) related to email address, which could be filled in case the respondent is interested in a raffle entry. A free language course was offered as a motivation factor by the company management.

## 5.5 Analysis of the questionnaire and discussion

Chapter 5.5 is dedicated to the author’s own research of the customer’s preferences and attitudes towards company’s current marketing communication. This research is the main part of this diploma thesis and provides new data for company’s management. Based on it the relevant results will be presented to the management of the company to provide background for future marketing activities towards the customers.

Because of the quantity of data obtained the chapter is divided into the two subchapters, which are related to the quantitative and qualitative research. This division is done based on the type of questions included in the questionnaire.

### 5.5.1 Quantitative data analysis

In this subchapter the author presents results from Likert scales and calculations of the relative and absolute frequencies. Based on the theory of the Likert scales presented in the methodology author wants to evaluate customer's preferences and attitudes towards company's advertisement.

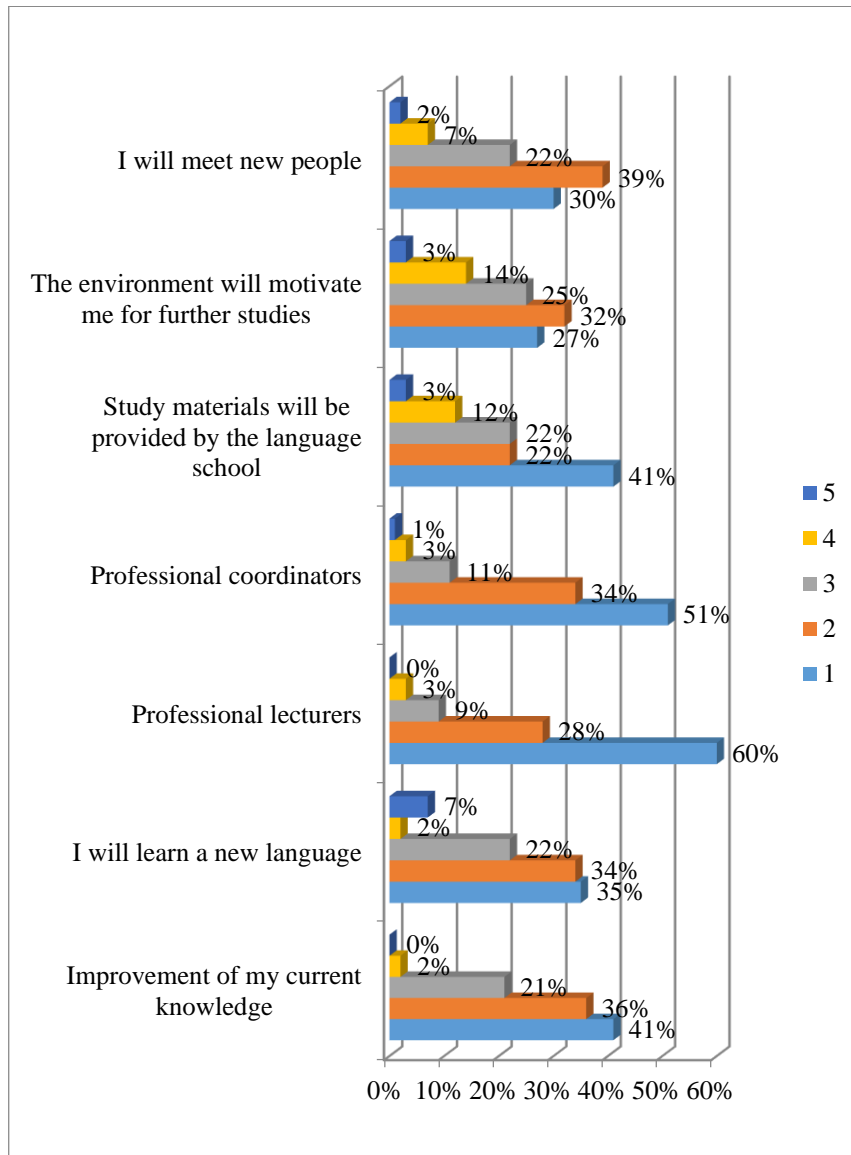
**Question 3)** *To what extent your studies in the language school met your expectations?*

- Improvement of my current knowledge
- I will learn a new language
- Professional lecturers
- Professional coordinators
- Study materials will be provided by the language school
- The environment will motivate me for further studies
- I will meet new people

In this question students/customers were asked to describe their feelings about their studies expectation. The author focused on different areas of their studies to get the overview about the success of company's services. The results of this question are included in the following Graph 4.

77% of the customers consider that they improved their language knowledge, which is the main reason in studying a foreign language. Based on this result we can figure out that the service itself fulfilled the purpose. 21% of the customers describe this option with neutral attitude that could be due to their uncertainty about own knowledge, wrong level of the language that they signed for or just because the quality and effectivity of the education is for them not sufficient.

**Graph 4:** Customer's expectations and opinions



Source: Author's own research and computation

The second option about learning new language is connected to the customers who have never studied the language before. In 69% the comments are again positive, which confirm the fact about fulfilling the aim of studying. But on the other hand it gives also more negative options. This aspect could be connected to the bias of this option. Students/customers maybe filled this option negatively, because they are already studying this language for some period of time, so it is not the new language anymore. This bias has to be taken into a count during the formulation of questionnaire.

The third option is connected to the professionalism of provided services. The professionalism of lecturers/teachers is described as a very high, since the 88% of customers strongly agree/agree with this statement. A good reputation of services is an important factor in competitive environment. The customer service that is provided by coordinators of language education is also evaluated very positively (85%). From these data we can consider the service as a high quality, efficient and professional.

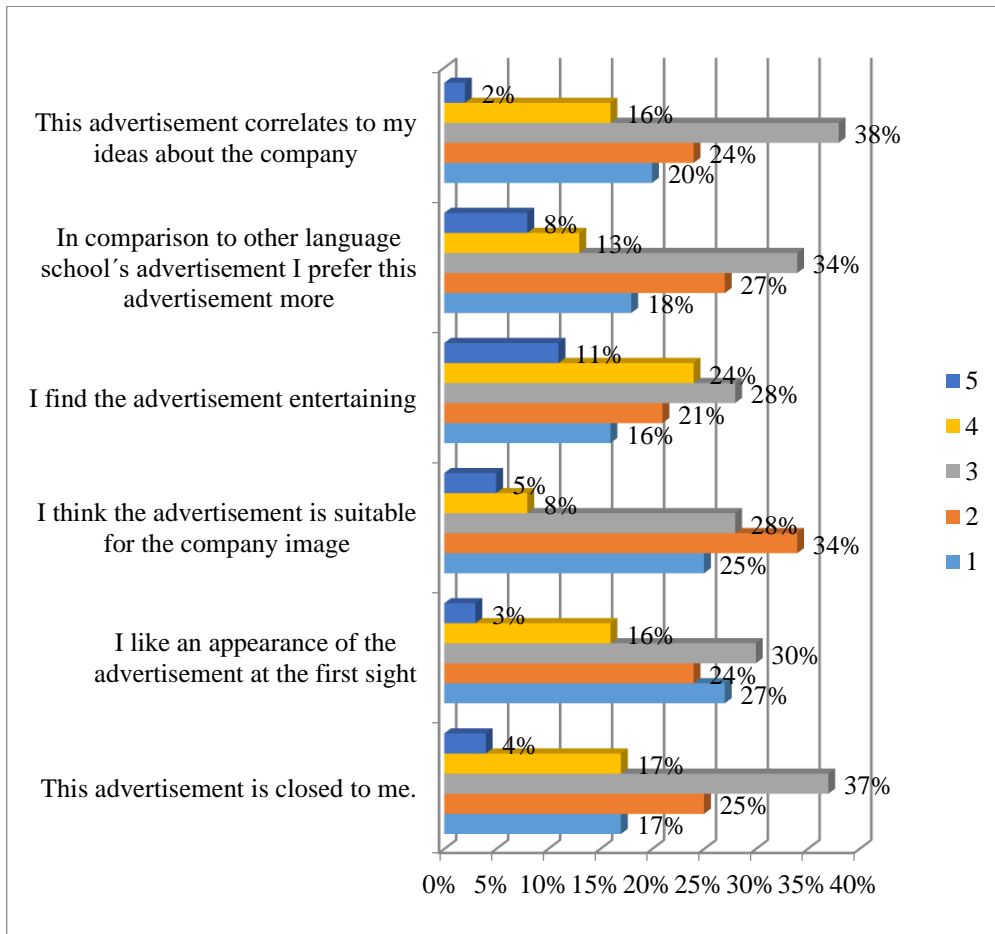
Besides this main monitoring, the author focused also on additional factors that are more connected to some added value – material and social. The language school provides material for the students like a notebook and pens. In the study department customers can also buy all student's books so they do not need to find it somewhere else. In relation to that, 63% of customers agreed with the fact that the materials are provided by the language school. Personal factors as a motivation and social bonding with other students were evaluated more likely positive. Overall 59% of customers feel motivated and 25% of them feel neutral about this question. 17% of customers feel unmotivated, which can be caused by the structure of education – learning in a group. Some people do not feel confident in the group of strangers, which could lead to demotivation. Studying in the public group courses is connected to the social inheritance. Customers can create new relationships and enrich their social life. 69% of company's customer agree with this statement.

**Question 6) *Practical evaluation of specific advertisement.***

a) According to the form of the advertisement customers have to evaluate how far they agree with author's statement. The results are presented in the following Graph 5. The statements are connected to customer's feelings. This form of the advertisement is usually used on the posters and cityboards, billboards.



**Graph 5: Evaluation of the advertisement a)**



Source: Author's own research and computation

From the Graph 5 is visible that the customers tend to evaluate the advertisement by the average (good) ranking. Compared to previous Likert scales they tend to be more critical in the case of the company's advertisement. It could be linked to the negative factor of the advertising, when people are overwhelmed by the advertisement all over around so they are not willing to link positive feelings to it. On the other hand it could be linked to the fact that the advertisement of the company is not sufficient in terms of attractiveness, popularity and familiarity.

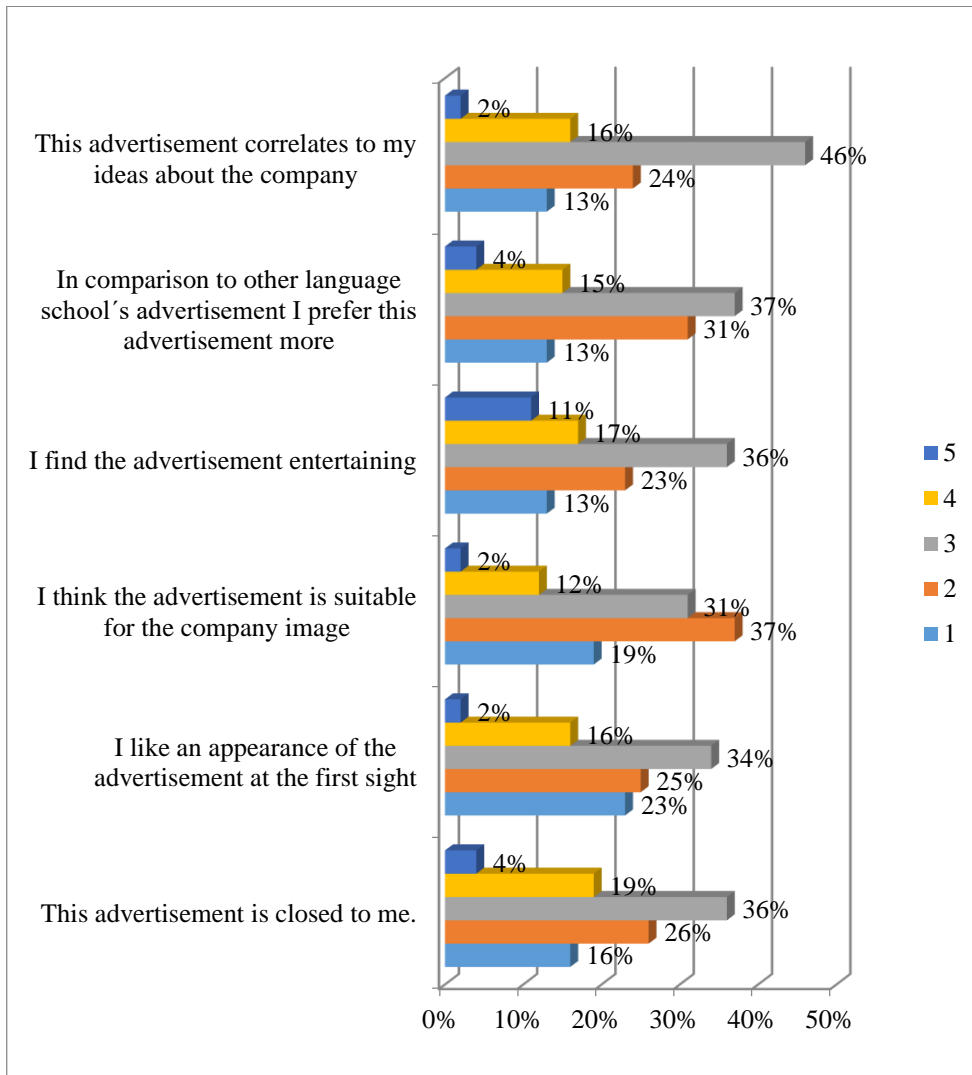
42% of customers evaluate this form of advertisement closed to them, in other words they are able to identify themselves with it. Over half of the respondents are in their attitudes more negative. They do not agree with the statement about identification with the

advertisement. 51% of respondents admit and agree that the advertisement caught their eye first. The rest of them do not strongly agree and on the contrary disagree. Customers evaluate the first advertisement in the same way also in terms of suitability to the company's image. More than half of the respondents (59%) agree that the chosen advertisement is suitable for the company and how it presents the company image. Again, a high percentage (28%) of customers stay neutral during the evaluation process. 37% of customers find the a) form of advertisement entertaining. Especially in this form of advertisement the feelings are more negative than positive towards entertainment basis. If we take a look on the customer evaluation of company's competitiveness there it seems to be more positive result. 45% of respondents agree with the fact that among other advertisement this specific one is more likely to be recognisable. 34% of respondents stay neutral. They cannot decide if the advertisement has some specific added value among competitive advertisement. Relatively high percentage (21%) of people disagree with this statement. In the last section about correlation to customer's ideas about the language school 38% of respondents stay neutral.

b) The presented form of the advertisement was currently used in the winter semester campaign 2015 for the posters in subway or the printed form of course offers.

In general the high percentage of neutral (3) evaluation occurs. Respondents tend to use this evaluation also in the rest of their evaluation, therefore author focus only on the positive and negative extremes. 42% of respondents evaluate this form positively. They admit identification with the advertisement. In relation to this, the second statement about first sight feelings is also positive in the attitudes of 48% customers. 56% of customers evaluate this form as suitable for company's image. Although the positive responses are higher also in the fourth statement (36%) there is also a relatively high percentage (28%) of respondents, who disagree about the entertaining content. Competitive rivalry in the company's presentation is evaluated relatively high with 44% of respondents. In the last statement almost half of the respondents (46%) are inclined to the neutral evaluation.

**Graph 6: Evaluation of the advertisement b)**

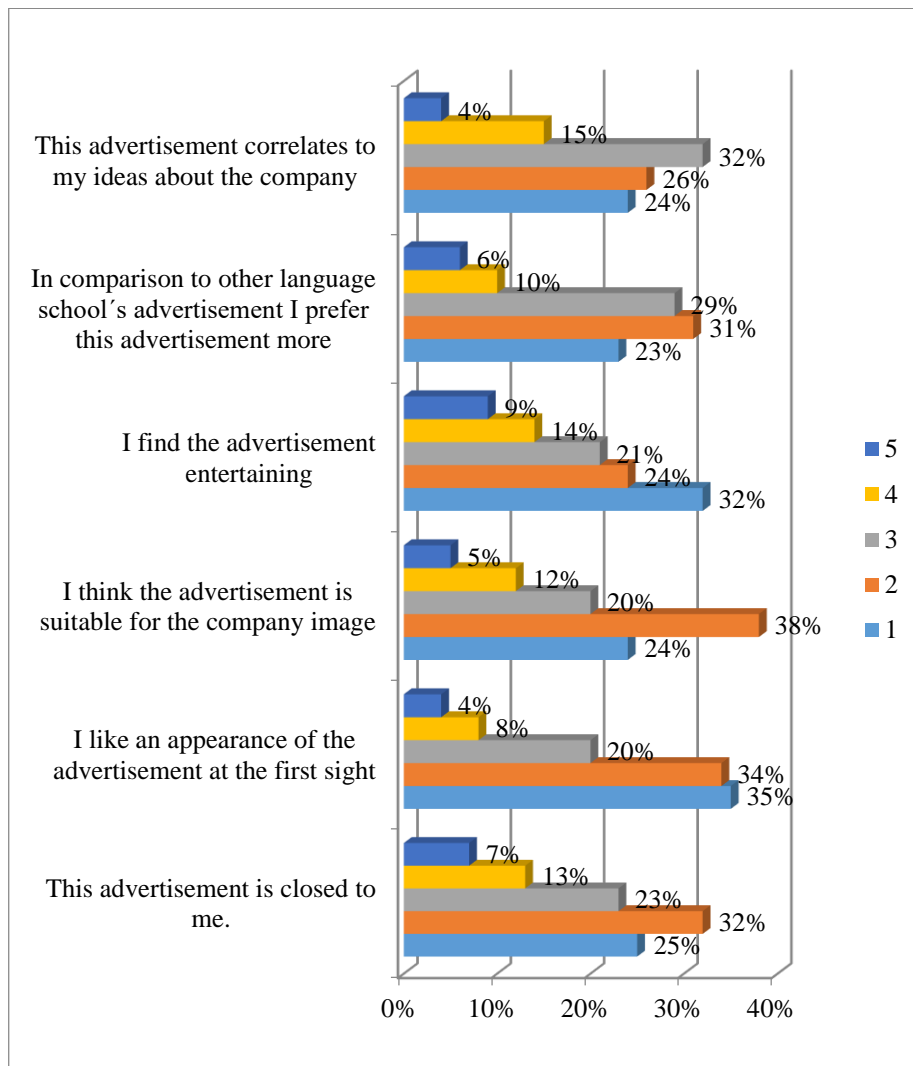


*Source: Author's own research and computation*

Overall the form b) of the advertisement is again evaluated mainly positive, but with the high percentage of neutral attitudes, that lower the significance of these results. Too many respondents did not express their feelings.

c) The third form of the advertisement is mainly used on the additional materials as newsletters, which are handed out during different events. In the following Graph 7 the results are presented.

**Graph 7: Evaluation of the advertisement c)**



Source: Author's own research and computation

Compared to previous results of the Likert scales this form of advertisement has the highest percentage in positive evaluations. 57% of respondents really like the advertisement so they can identify with it. 69% of them also admit that they are interested in this advertisement at first sight, which is a really good result. It correlates to the company image according to 62% of customers. This high percentages are really interesting since the form of the advertisement is not commonly used in the marketing campaigns. Maybe that is the reason why the people like this form more, than the ones that are usually used during the campaigns. According to the author's opinion this form is more suitable for younger audiences. 56% of respondent

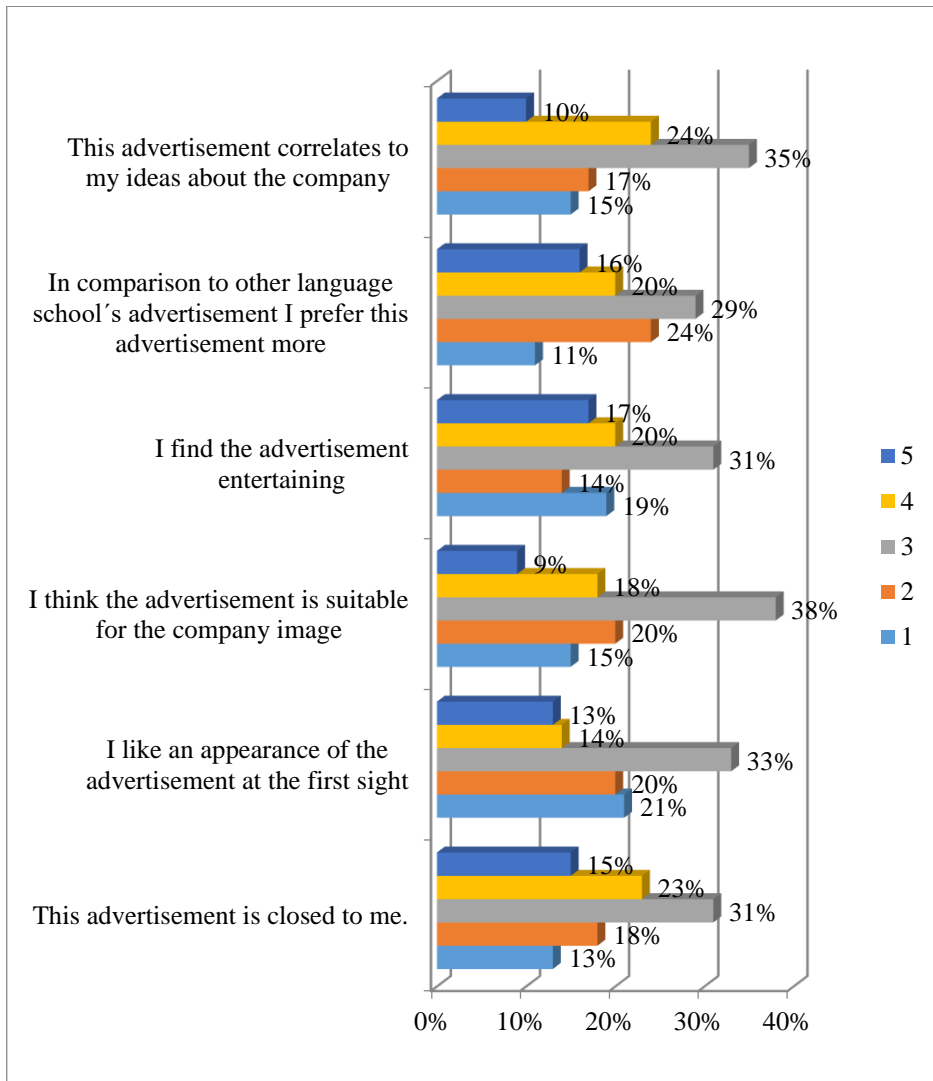
enjoy it and find the appearance entertaining. 16% of respondents prefer other advertisements, so they do not agree with the statement about company's competitive advantage. Half of the respondent link this advertisement to their vision of company's image.

These results seem to be quite convincing in terms of the future usage in marketing communication. Author recommends to consider an increase of the volume of usage for this form of advertisement, or to provide more kinds of this advertisement for future campaigns. We do not have to forget the size of the sample and its illustrative role.

**d)** The last presented form of advertisement has been used in the winter 2015 campaign as a printing on benches all over the Prague. This form is also used in additional promotional materials, as well as the c) form. Compared to the previous form, this advertisement is according to author's opinion suitable more for middle aged and older people.

Again in this form of the advertisement a really high amount of neutral answers occur. This form is created in a way, that customer should identify with the presented stories (there are also another forms) and then choose the company. Based on the results it is visible, that this perspective in this illustrative sample of respondents does not work. 38% respondents cannot identify themselves with the advertisement. 42% of these respondent admit that they notice it at first sight, compared to 27% who disagree. Only 35% of respondents link the appearance of the advertisement to the company's image. The entertaining content is according to 37% not entertaining. The do not see this form as something competitive, because 36% of respondents like other advertisements more. They also cannot link it to their own idea about this company. 34% of respondents disagree with this last statement. To conclude, this form of advertisement is evaluated by the respondents in a more negative way than the others.

**Graph 8: Evaluation of the advertisement d)**



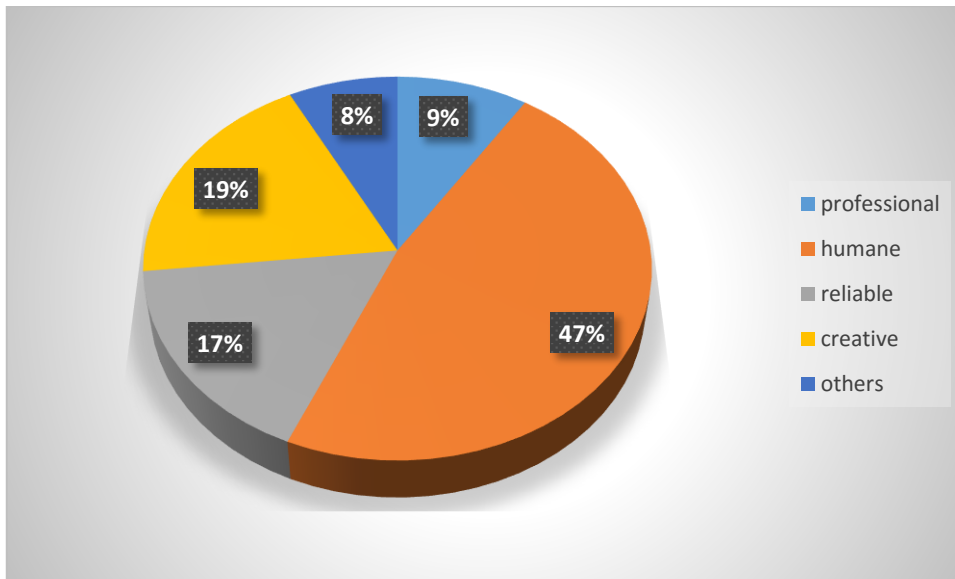
*Source: Author's own research and computation*

This form of the advertisement was used in the winter semester 2015 and based on these results, the author would not recommend use of this form again in the bigger forms of the advertisement like posters, billboards or printing on the benches. On the other hand it is also necessary to consider the size and the structure of respondents. It is possible that this illustrative sample is more sensitive towards the specific form of the advertisement because of its characteristics. Therefore another analysis of the ensured data is necessary.

As the final conclusion of provided advertisement the author uses the following question that provides a general summary about respondent's feelings towards company's advertisement.

**Question 7)** *Please take a look again on these advertisement as a whole. How do you feel about it in general?*

**Graph 9:** Character of the company's advertisement



*Source: author's own research and computation*

From the graph it is visible that almost half of the questionnaire's respondents chose the humane character of the advertisement. For 17% of the respondents the form of advertisement is considered as a reliable. These characteristics could be linked to the visualisation of smiling and satisfied people and the whole family concept of the advertisement.

The customer can identified with the advertisement and due to this feel more confident about his/her future decisions.

### Absolute and relative frequencies

In the following part the quantitative data are processed through the calculations of absolute and relative frequencies. Based on these data the illustrative sample could be characterised. In these question the multiple answers are possible. Also not all respondents chose options correctly, therefore the author focus mainly on the extremes in their answers.

**Question 1)** *If you are a new student, what lead you to choose the selected language school?*

The first question of the questionnaire is dedicated to the main reasons why the students/respondents choose to study the selected company. The results of their main reasons are presented in the following table. The question is closed with the particular answers. Author used simple alphabet coding to simplify the Table 4.

**Table 4:** Codes for selected options Q1

Code	Selected option
A	Language education needed for work
B	Language education needed for studies on a high school, an university, etc.
C	The desire to improve my knowledge
D	Language education needed for travelling abroad
E	The need for self-development
F	Other reasons

*Source: author's own input*

According to the Table 4, most of the results are connected to development of the student's knowledge. 31% of students chose to study foreign language because of the desire to improve their current knowledge. Another 31% select the need for the self-development, which is closely linked to the previous option. 14% of respondents consider that they need language education for their work.



**Table 5:** Decision range of customers Q1

DECISION RANGE I.	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY	ABSOLUTE CUM. FREQUENCY	RELATIVE CUM. FREQUENCY
A	22	0,146666667	22	0,146666667
B	12	0,08	34	0,226666667
C	47	0,313333333	81	0,54
D	16	0,106666667	97	0,646666667
E	46	0,306666667	143	0,953333333
F	7	0,046666667	150	1

Source: author's research

**Question 2)** *If you have already studied in the selected language school, what was the reason to signed again?*

Because of the space demanding character of provided options, author again used the alphabet coding to provide better overview in the Table 6.

**Table 6:** Codes for selected options Q2

Code	Selected option
A	Satisfaction with an education
B	The desire to continue in the self-development
C	Environment of the language school
D	Classmates
E	Advertisement
F	Advantageous discount
G	Other reasons

Source: author's own input

The absolute frequency is highest for the first option where 75 respondents chose the satisfaction with the education as the reason to continue in their studies. 31.5% respondents chose to continue study because the desire to continue in the self-development, which is reasonable in comparison to the results in the first question. As an important and significant factor, the author considers that none of the respondents chose the advertisement as the

option for follow up in the studies. It is interesting fact, but compared to other possible option may not so surprising.

**Table 7:** Decision range of customers Q2

DECISION RANGE II.	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY	ABSOLUTE CUM. FREQUENCY	RELATIVE CUM. FREQUENCY
A	75	0,36407767	75	0,36407767
B	65	0,315533981	140	0,67961165
C	14	0,067961165	154	0,747572816
D	21	0,101941748	175	0,849514563
E	0	0	175	0,849514563
F	19	0,09223301	194	0,941747573
G	12	0,058252427	206	1

Source: author's research

What could be also presented as the relevant factor are the social ties that occur during the studies and respondent's sensitivity towards provided loyalty discounts. These factors should be considered in the future marketing communication as a benefit, which could be presented to the new customers.

**Question 4)** *Do you consider some of these advertisement tools as a significant in marketing communication?*

This question should provide a summary about the used offline tools. The usage of specific tool is presented by the frequencies, which they are mentioned. How memorable these tools are is connected with the number of the occurrences of a given response.

Mostly selected tool is the poster used in the underground. 29.5% respondents chose this answer, they highlight this form of advertisement. A relatively high percentage of respondents (23%) pointed out the handouts. This form of advertisement is usually connected to direct marketing, when the handouts are spread all over the city personally. That could be the reason for higher popularity of this option.

**Table 8:** Offline communication mix

<b>OFFLINE COMMUNICATION</b>	<b>ABSOLUTE FREQUENCY</b>	<b>RELATIVE FREQUENCY</b>	<b>ABSOLUTE CUM. FREQUENCY</b>	<b>RELATIVE CUM. FREQUENCY</b>
<b>BILLBOARD</b>	14	0,082840237	14	0,082840237
<b>HANDOUT</b>	39	0,230769231	53	0,313609467
<b>POSTER (UNDERGROUND)</b>	50	0,295857988	103	0,609467456
<b>ADVERTISEMENT IN NEWSPAPER</b>	12	0,071005917	115	0,680473373
<b>BENCHES WITH AD</b>	11	0,065088757	126	0,74556213
<b>LAMPS WITH AD</b>	5	0,029585799	131	0,775147929
<b>RADIO</b>	2	0,01183432	133	0,786982249
<b>CITYBOARDS</b>	10	0,059171598	143	0,846153846
<b>CROSS CAFÉ - PLACEMATS</b>	1	0,00591716	144	0,852071006
<b>FAIR PRESENTATION</b>	2	0,01183432	146	0,863905325
<b>OTHERS</b>	23	0,136094675	169	1

Source: author's research

13% of answers are not specified. In this answer is mostly covered the possibility of personal recommendation or other form of advertisement that was not mentioned in the option list. Some of the students know about the company, because they are living near to the branches or working close to them.

Last questions of the questionnaire should provide the basic information about the respondents. In the chapter 5.1.3. the author presents the problem with the wide range of customers. In the following table 8 and 9 are presented some closer characteristics of these customers. According to the results of the questionnaire 76.2% of the respondents are women. 23.8% of respondents are men.

**Table 9:** Employment range of the respondents

<b>EMPLOYMENT RANGE</b>	<b>FREQUENCY</b>	<b>RELATIVE FREQUENCY</b>	<b>ABSOLUTE CUM. FREQUENCIES</b>	<b>RELATIVE CUM. FREQUENCIES</b>
<b>STUDENT</b>	32	0,235294118	32	0,235294118
<b>EMPLOYEE</b>	76	0,558823529	108	0,794117647
<b>SELF-EMPLOYED</b>	15	0,110294118	123	0,904411765
<b>SENIOR</b>	11	0,080882353	134	0,985294118
<b>UNEMPLOYED</b>	2	0,014705882	136	1

*Source: author's research*

56% of all respondents are people who regularly work under some employer, they create more than half of all company's customers. Another important group of customers create students (23.5%). The seniors cannot be considered as a significant group of customers although the company regularly provide the third age (senior) courses for them.

On the other hand, the author has to be aware of possible bias in the result's presentation. Since the sample cannot be considered as a representative one, the lower number of senior students could be because of the fact that they just do not participate in this questionnaire for some reason.

The biggest group of students are people who are 24 till 35 years old. The second highest number of students is in the range from 46 till 55 years.

**Table 10:** Age range of the customers

<b>AGE RANGE</b>	<b>ABSOLUTE FREQUENCY</b>	<b>RELATIVE FREQUENCY</b>	<b>ABSOLUTE CUM. FREQUENCIES</b>	<b>RELATIVE CUM. FREQUENCIES</b>
<b>15-23</b>	23	0,169117647	23	0,169117647
<b>24-35</b>	46	0,338235294	69	0,507352941
<b>36-45</b>	21	0,154411765	90	0,661764706
<b>46-55</b>	29	0,213235294	119	0,875
<b>56 AND MORE</b>	17	0,125	136	1

*Source: author's research*

Half of the all customers are under 35 years old, which is a significant factor for future development of the marketing communication.

Based on the provided data and calculated frequencies, the author can draw up features of typical customer. To conclude, the typical customer of the selected company is women over

24 till 35 years old, who work as the regular employee in some company. In the offline communication she usually focus on the posters in the underground and handouts, which are personally distributed. She decides to study language courses, because of her need for self-development and improvement of current knowledge.

This description is based on the data from the illustrative sample, hence it cannot be generalized for the future company's marketing development. Author would not recommend any future steps based on the gender or age diversification, even if the results of observed data lead to that.

#### 5.5.2 Qualitative data analysis

This part of the diploma thesis is dedicated to the presentation of open questions. The qualitative data are observed to provide overview about current situations in customer's attitudes towards company's marketing communication.

The fifth question should provide information, if the respondent is capable to evaluate if there is anything interesting about the advertisement. 85% of all respondents admit that they do not remember anything that caught their eye and only 15% remember the specific form of the advertisement.

#### **5b) *What attracted you on the specific advertising?***

Respondents usually mention that they were interested in the variety of students that can study in this language school (linked to the form A and B which is analysed above). Another interesting factor is the name of the company, which is easily memorable and has deeper meaning connected to the intensive form of the education. Another interesting fact is the logo of the company and colours used.

Because of the lower number of positive answers, we could think that the used advertisement is not interesting and memorable in the eyes of customers. Therefore the next research question is dedicated to the form of the advertisement and customer's demands.

### 8) *How the advertisement for the company should look like?*

In this part of the questionnaire the author provides a space for respondent's recommendation and criticism. This open question is processed in a way to provide basic overview about most frequent answers, which are categorized according to its content. An interesting fact is that many of the respondents admit currently using forms of the company advertisement as sufficient and that the company should keep them. Another respondents do not want to fill this question because they are not educated in the area of marketing advertisement and have no experience with them. This factor has to be considered in the final evaluation.

#### 1) General recommendations connected to the current form of advertisement

According to some respondents the actual form of advertisement seems to be sufficient, but the company should focus more on the online presentation instead of the offline communication, Word of mouth advertisement is considered as the most important advertisement. Other respondents pointed out that current advertisement is too "complicated" and recommend usage of less pictures with more "normal" people, not models. In general the advertisement should be simplified with as many daily life features as possible. Some of the respondents do not like the heart, which is used in the advertisement. It is considered as a cheap and not suitable for the company.

#### 2) Specific advertisement design

If the respondents pointed out some specific recommendation they were connected to the creativity and professional presentation in general. To be more specific they tend to recommend more colours and more entertainment into the each form of the advertisement. Also to focus on dynamics and international basis of the provided services. Less words and more graphics that present the purpose is recommended. The clear structure helps to categorize and classify the company in the eyes of customers.

#### 3) New ideas for future the advertisement

General recommendation is to point out what is different about this company and its competitors. The uniqueness and benefits of company's services should be visualized. Language education in today's world is important, which can be seen as a benefit in the

company's presentation. Showing the international character of the company's services is very important especially on the Prague market. The advertisement form should enhance the need for language education and to be build up on it, motivates customers for their own development. This type of advertisement company started in the campaign 2015 (see advertisement form D in the questionnaire). Future development and extension of this form is recommended. Many respondents recommend to include pictures of the buildings in foreign countries or different flags.

In the new strategy of presentation should be involved company's teachers on the pictures with the specific offer for courses they are teaching. Show them as empathetic persons, not a standardize model of education. The advertisement should also present the friendly environment where the education takes place, to visualize each branch and the standard situations. Many customers pointed out that they would like to have more specific information about each course. That could be done in the example of particular teacher who will present his/her language course with basic information about place, price and language he/she is teaching.

One of the customers point out the statistics, which author considers as a good form of showing the company's success. If the company presents the number of educated students or for example the number of courses of specific language that the company provides, these statistics could cause the positive effect in the trust of customers. Sharing positive experiences of current customers is a significant factor for an expansion of customer base.

To conclude, many of respondents tend to avoid this question, because they do not know what to answer. The significant number of answers is general with no specific recommendation. This fact is understandable since the marketing and advertisement environment is not suitable and interesting for all respondents. But for the purpose of this thesis it is a good form of ensuring data, because some of them provide new ideas and will serve for better understanding of customer's ideas about the advertisement.

The last presented form of advertisement has been used in the winter 2015 campaign as a printing on benches all over the Prague. This form is also used in additional promotional materials, as well as the c) form.

## 5.6 Evaluation of the results

In the diploma thesis two researches has been done according to the data used. The secondary data was analysed to provide the general information about the position of marketing communication of the selected company and its particular part branch Národní. The author wanted to evaluate if there is any impact to the offline marketing communication compared campaign 2014 and 2015. From the provided overview of tool used (see Table 3) during this two campaign, it is visible that the different amount of tools have been used. That means the company focused on less channels, which should intensified the offline marketing communication. These changes in the number of used tools did not significantly change the statistics based on the internal data of the company. Customers did not considerably change their answers about from where do they know the company (see Graph 2 and 3). This produced research provide general information about which tools are mostly used, but cannot be considered as a granted database for future decision making. Still, there is a high percentage in average 17%, of not defined answers. This could lead to bias in the strength of particular channels of marketing communication. Another limitation or bias in the general statistic can occur because of the customer started searching on the internet. The management of the company is aware of these limitations and their future planning is mainly built up on their experiences.

Regarding these limitations, another approach in the evaluation of marketing communication has been used. The ROI calculation is a suitable tool for comparison and evaluation of two different campaigns. The total benefits and costs cannot be presented in the thesis, because of the sensitivity of provided data. Therefore the calculations are hidden. From the results it is clearly visible (see 5.2.1.) that the changes during campaign 2015 has been successful in terms of return on investment. The limitation in ROI calculation is that it does not considered the changes over time. In the situation, when the ROI index is calculated for campaign purpose it does not have to be significant, but for the long time planning it is necessary to modify this calculation and use discounted ROI index.

This calculation therefore provided significant information in evaluation of campaign 2014 and 2015. Author also devised the basic overview about the channels which are mostly chosen by the company's customers, which serves for better knowledge of the situation.



The second main research is dedicated to the analysis of primary data, which the author ensured via questionnaire. The results from this questionnaire are presented in the chapter 5.5. The main purpose was to obtain new data, which are important for future development of offline marketing communication.

According to the structure of questionnaire (see chapter 3) the specific parts of the questionnaire have been evaluated. The open questions, in general questions that provided qualitative data, have been categorized and described. The quantitative questions have served for calculations of relative and absolute frequencies. Due to the lower response rate (about 18%) the sample of respondents cannot be considered as representative, but as illustrative sample. The following results therefore cannot be evaluated without possible bias.

This primary data served for extension of previous statistics and mainly for customization of future winter campaign 2016. The respondents provided the reasons why they chose this company and what their attitudes toward current marketing communication are. The purchase of the product/ service is done by 31% of students, who chose to study foreign language because of the desire to improve their current knowledge. Another 31% select the need for the self-development, which is closely linked to the previous option. 14% of respondents consider the need for work as also one of the reasons. Language skills are necessary for their workload. This statistics are important in terms of targeting. Since the high percentage is wanting to develop themselves the communication should be oriented to that. In terms of used channels mostly selected tool is the poster used in the underground. 29.5% of respondents chose this answer, they highlighted this form of advertisement. Relatively high percentage of respondents (23%) pointed out the handouts. This form of advertisement is usually connected to direct marketing, when the handouts are spread all over the city personally. That could be the reason for higher popularity of this option. From the previous statistics about offline marketing the newsletters (handouts) have been also chosen as a familiar and mainly recognizable channel, which the respondents admit.

The interesting fact is that the primary data are by 76% provided by women, and only 24% of men take a part in this survey. From another general identification questions in the questionnaire the usual customer of the company could be derived.

To conclude the typical customer of the selected company is the woman over 24 till 35 years old, who works as the regular employee in some company. In the offline communication she usually focus on the posters in the underground and handouts, which are personally distributed. She decided to undertake a language course, because of her need for self-development and improvement of current knowledge.

More practical information for the management of the company were ensured through the evaluation of particular forms of advertisement. The purpose of this approach was to evaluate the customer's attitudes and feeling about these forms and to recommend some changes if necessary. The forms of the advertisement are visible in the Appendix 1.

In general the forms of provided advertisement has been evaluated as good or average. The specific results are presented in the graphs 5, 6, 7 and 8. Limitations of this research are in the structure of Likert scales. After the survey has been done the high number of average values have been chosen. Respondents tend to indicate an average evaluation therefore the author considered to focus only on extremes, which means positive or negative answers. To summarize the form a) of the advertisement has been evaluated by almost 60% of respondents as a suitable for the company. Form b) was currently used in the winter semester campaign 2015 for the posters in subway or the printed form of course offers. 42% of respondents evaluate this form positively, in other words they are able to identify themselves with this form. In both types of the advertisement respondents tend to be critical about the entertaining content. The forms of the advertisement are considered as suitable for company's image. Interesting change has been in the third option form c). This form of advertisement is not the general form of advertisement used in the offline marketing communication. It is mainly used on the additional materials as newsletters, which are hand out during different events. Compared to previous results of the Likert scales this form of advertisement has the highest percentage in positive evaluations. 57% of respondents really like the advertisement so they can identify with it. 69% of them also admit that they are

interested in this advertisement at the first sight, which is really good result. It correlates to company image according to 62% of customers. These high percentages are really interesting since the form of the advertisement is not commonly used in the marketing campaigns.

The last presented form of advertisement has been used in the winter 2015 campaign as printing on benches all over the Prague. This form is also used in additional promotional materials, as well as the c) form. But the results for this advertisement were not so positive. 38% respondents cannot identify themselves with the advertisement, which is a high percentage based on the fact, that this type (form) of the advertisement should be identifiable with the customers. 42% of these respondent admit that they notice it at the first sight, compared to 27% who disagrees. Only 35% of respondents link the appearance of the advertisement to the company's image. The entertaining content is according to 37% not entertaining. This lower evaluation could be connected to the character of the illustrative sample. Over half of the respondents were people under 55 years old. Due to this, they maybe cannot identified themselves with this form. The idea of entertaining concept was also not accepted by 37% of respondents. This last form of advertisement had the worst evaluation compared to the previous presented.

To conclude, the company's marketing communication in the form of advertisement is considered by almost half of the questionnaire's respondents as humane. For 17% of the respondents the form of advertisement is considered as reliable.

## 5.7 Customization of the new marketing campaign 2016

This chapter is build up according to the qualitative data ensured in the author's questionnaire. If we consider the previous information about typical customer, the future marketing campaign should focus on middle age group of people. According to respondents the future advertisement should be done in a more personal way, but with a high level of professionalism. The author recommends replacing the current photographs (on billboards and posters) of people and place with more recognizable features (company's buildings, lecturers and students) and somehow point out the need for personal development. The advertisement should present the friendly environment where the education takes place, to visualize each branch and the standard situations. Many customers pointed out that they would like to have more specific information about each course. That could be done in the example of a particular teacher who will present his/her language course with basic information about place, price and language he/she is teaching.

General recommendation is to also point out what is different about this company and its competitors. The uniqueness and benefits of company's services should be visualized.

The company is according to respondents recognizable among other companies with its logo and colours, therefore it should be kept in this way. The provided prospects and additional leaflets are recommended to be done in the similar form to the advertisement c) (Question 6). The entertaining content is considered as a suitable for smaller advertisement activities.

Another factor, which should be included are statistics. The author considers them as a good form of showing the company's success. If the company presents the number of educated students or for example the number of courses of specific language that the company provides, these statistics could cause the positive effect in the trust of customers. Sharing positive experiences of current customers is a significant factor for an expansion of customer base.

## 5.8 General proposals and recommendation

Based on the illustrative character of the analysed sample the presented recommendations and proposals are limited.

For the future marketing activities the author recommends to focus on offline channels that are mainly used – handout of newsletters and leaflets, posters in the underground together with direct marketing (email offers) in the “call for action” periods, 5 - 6 weeks before the semester starts. Also the whole year brand awareness is necessary. In the form of sponsorship and positive public relations in local newspaper. As we could see in chapter 5.2.1. the tactics in lowering the costs for offline marketing has been successful. Therefore author would recommend keeping this strategy and focus on just selected and experienced offline advertisement forms, which would be modified to be innovative but with the same traditional features – logo, colours, and structure. The possible innovation should be done in a way as described above in the chapter 5.7.

According to author’s research the reason for purchase of the product is mainly personal development (according to 61%). There is a high potential in targeting this desire as a factor in decision making. The author recommends to highlight this need especially in direct marketing activities and personal selling. During the personal selling in the study office the coordinators could present the necessity for language development. The direct marketing should be used in a form of email communication. The database of students provide email address of all students, also those who are no longer studying. To gain students who has already studied (purchased the service) presents lower costs, than to interest a new one.

To conclude when we look at statistics (see Graph 2 and 3), we can see that over 20% of customers used online form of advertisement – the internet. The author would recommend to keep offline costs on the similar level to campaign 2015 and focus more on the online marketing.

## 6 Conclusion

This diploma thesis provides new data and information about the company's customers and activities, which is a significant value added. The purpose of this thesis could be considered not only as theoretical, but also practical. It serves for the author's academic development, but also as a source of real new data for the management of the company. The marketing communication is taken as a significant factor for the selected company, therefore the information presented here is highly valuable.

In the first part of author's research the internal statistics are evaluated and provide basic overview about used offline channels and their popularity among customers. As the most popular form of offline marketing communication have been selected newsletters and underground posters. The next part of this research of the secondary data is dedicated to the comparison of last two campaigns 2014 and 2015. Based on the number of enrolled students and ROI index calculations the campaign 2015 can be evaluated as a more successful. The campaign was 3 times more profitable in terms of ROI calculations.

The second part of author's research is dedicated to the author's own research via questionnaire which provide new data and facts about current marketing communication. Because the sample of respondents is only illustrative the recommendations have to be taken as limited. The research tries to identify the typical customer of the company, who is based on the ensured data. It is the woman over 24 till 35 years old, who works as the regular employee in some company. In the offline communication she usually focus on the posters in the underground and newsletters, which are personally distributed. She decided for studying of language courses, because of her need for self-development and improvement of current knowledge.

In general the offline marketing communication is evaluated as good. During the evaluation process the respondents tend to select average and neutral answers. But if the author focus on the extremes, in most cases the respondents are able to identify themselves with the form of the advertisement, they also admit it is recognizable from the competition and suitable for the company's image. Overall the advertisement of the company is evaluated as the humane (by 47%), reliable and creative.

The author's general recommendation are for the future marketing activities to focus on offline channels that are mainly used – handout of newsletters and leaflets, posters in the underground together with direct marketing (email offers) in the “call for action” periods, 5 - 6 weeks before the semester starts. The form of the advertisement should keep the strategy and focus on just selected and experienced offline advertisement forms (which are presented in the questionnaire see Appendix 1), which would be modified to be innovative but with the same traditional features – logo, colours, and structure. The possible innovation should be done in a way as described above in the chapter 5.7.

## 7 Bibliography

- CANT M. C., VAN HEERDEN C. H. Personal selling. Lansdowne: Juta and Co Ltd, 2004. ISBN 9-780702-166365
- CANWELL, D. Marketing campaigns. London: International Thomson Pub. Europe, 1998. ISBN 1-86152-245-2
- CLOW, K. E., BAACK, D. Integrated advertising, promotion, and marketing communications. New Jersey: Prentice Hall, 2007. ISBN 978-0-13-607942-2.
- DAHLÉN, M., LANGE, F. and SMITH, T. Marketing communications A Brand Narrative Approach. Chichester, UK: Wiley, 2010. ISBN 978-0-470-31992-5
- EGAN, J. Marketing communications. 2<sup>nd</sup> edition, London: Sage Publications Ltd., 2015. ISBN 978-1-4462-5902-3
- FILL, C. Marketing communications: interactivity, communities and content. Harlow: Financial Times, 2009. ISBN 978-0-273-71722-5.
- FOXALL, G. Consumer Psychology in Behavioral Perspective. London: Routledge, 1990. ISBN 1-58798-240-4
- CHITODE, J. S., Communication Theory. India: Technical Publications Pune, 2010. ISBN 978-8184-31763-3
- KARLÍČEK, M., KRÁL P. Marketingová komunikace, Jak komunikovat na našem trhu. Grada Publishing, 2011. ISBN 978-80-247-3541-2
- KITCHEN, P. J. Marketing communications: Principles and Practice. London: International Thomson Business Press, 1999. ISBN 978-1-86152-196-5
- KITCHEN, P. J., DE PELSMACKER, P. Integrated Marketing Communications: A Primer. Oxfordshire, Abingdon: Routledge, 2004. ISBN 0-415-31420-8
- KOEKEMOER, L. Marketing Communications. Juta and Co. Ltd., Lansdowne, 2004. ISBN 0-7021-6509-3



KOTLER, P., KELLER, K. L. Marketing management. Upper Saddle River: Pearson Prentice Hall, 2006. ISBN 0-13-145757-8

MORDEN, A. R. Elements of marketing. 2<sup>nd</sup> edition, the Guernsey press co. ltd, Guernsey, Channel Islands, 1991. ISBN 1-870-941-70-5

PHILLIPS, J. ROI Fundamentals: Why and When to Measure Return on Investment. Pfeiffer, San Francisco, 2008. ISBN 978-0-7879-8716-9

PLESSIS, D. Introduction to Public Relations and Advertising. Juta education Ltd. 2000. ISBN 0-7021-5557-8

ROBERTS, M. L., BERGER, P. D. Direct Marketing Management. 2<sup>nd</sup> edition, New Jersey: Prentice Hall, 1999. ISBN 0-13-084084-X

SMITH, R. P., TAYLOR J. Marketing communications: An integrated approach 4<sup>th</sup> edition, Kogan Page Ltd., 2004. ISBN 0-7494-4265-4

TULLIS, T., BILL A., Measuring the User Experience, Collecting, Analysing, and Presenting Usability Metrics. 2<sup>nd</sup> edition, Elsevier Inc., Waltham, 2013. ISBN 978-0-12-415781-1

VAREY R. J., Marketing Communication: A Critical Introduction. London: Routledge, 2002. ISBN 0-415-23040-3

VYSEKALOVÁ J., a kol. Psychologie reklamy, 4. rozšířené vydání, Grada Publishing, 2012. ISBN 978-80-247-4005-8

## List of internet resources

Businesscasestudies.co.uk. (2015). *Above-the-line and below-the-line promotion - Using sports marketing to engage with consumers - Kia Motors | Kia Motors case studies and information / Business Case Studies*. [online] Available at: <http://businesscasestudies.co.uk/kia-motors/using-sports-marketing-to-engage-with-consumers/above-the-line-and-below-the-line-promotion.html#axzz3zbeOj7lG> [Accessed 14 Jan. 2016].

Socioweb.cz. (2012). <<< SOCIOWEB.CZ >>>. [online] Available at: <http://www.socioweb.cz/index.php?disp=teorie&shw=345&lst=114> [Accessed 10 Jan. 2016].

Smallbusiness.chron.com. (2014). Different Types of Organizational Structure. [online] Available at: <http://smallbusiness.chron.com/different-types-organizational-structure-723.html> [Accessed 3 Feb. 2016].

Staff, E. (2014). Marketing Campaign. [online] Entrepreneur. Available at: <http://www.entrepreneur.com/encyclopedia/marketing-campaign> [Accessed 1 Feb. 2016].

Marketing MO. (2014). Marketing Campaigns | Marketing MO. [online] Available at: <http://www.marketingmo.com/strategic-planning/marketing-campaigns/> [Accessed 14 Mar. 2016].

Businessvize.cz. (2011). Marketingová komunikace není jen reklama - BusinessVize.cz. [online] Available at: <http://www.businessvize.cz/komunikace/marketingova-komunikace-neni-jen-reklama> [Accessed 14 Mar. 2016].

## Appendixes

### 1) Questionnaire

# A survey for a diploma thesis purpose done by Lucie Frenclová a student from Czech University of Life Sciences

Your answers will be used for an evaluation of marketing communication in the selected company - language school Jipka. All the respondents can participate in a draw on a language course for free.

## PREFERENCES OF STUDENTS AND THEIR EXPECTATION

### 1) If you are a new student, what is the reason for you to study in the language school?

You may choose more answers.

- Language education needed for work
- Language education needed for studies at a high school, a university, etc.
- The desire to improve my knowledge
- Language education needed for travelling abroad
- The need for self-development
- Other reasons

2) If you are the current student, what is the reason for you to sign for another semester?

You may choose more answers.

- Satisfaction with an education
- The desire to continue in the self-development
- Environment of the language school
- Classmates
- Advertisement
- Advantageous discount
- Other reasons

## MARKETING COMMUNICATION

### 3) To what extent your studies in the language school met your expectation?

Please evaluate your attitudes towards following statements. (1 - strongly agree, 5 strongly disagree).

	1 (strongly agree)	2	3	4	5 (strongly disagree)
I will learn a new language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The environment will motivate me for further studies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional coordinators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Study materials will be provided by the language school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional lecturers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvement of my current knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4) Do you consider some of these advertisement tools as a significant in marketing communication?**

You may select more answers.

- billboard
- handout (leaflet)
- poster in underground
- advertisement in newspapers
- benches with ad
- lamps with ad
- radio
- cityboards
- Cross Café placemats
- Fair presentations
- Others

**5a) Was there anything interesting about the selected form of advertisement?**

- I do not remember
- Yes

**5b) What attracted you on the specific advertising?**

Please fill this answer if you chose "Yes" in the previous question.

6a) Now, please evaluate the selected forms of the advertisement.

Please evaluate your attitudes towards following statements. (1 - strongly agree, 5 strongly disagree)

	1 (strongly agree)	2	3	4	5 (strongly disagree)
This advertisement is closed to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like an appearance of the advertisement at the first sight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the advertisement is suitable for the company image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the advertisement entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In comparison to other language school's advertisement I prefer this advertisement more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement correlates to my ideas about the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 6b) Now, please evaluate the selected forms of the advertisement.

Please evaluate your attitudes towards following statements. (1 - strongly agree, 5 strongly disagree)

	1 (strongly agree)	2	3	4	5 (strongly disagree)
This advertisement is closed to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like an appearance of the advertisement at the first sight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the advertisement is suitable for the company image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the advertisement entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In comparison to other language school's advertisement I prefer this advertisement more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement correlates to my ideas about the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Jipka *moje* jazykovka

Začněte i vy  
29. září!





6c) Now, please evaluate the selected forms of the advertisement.

Please evaluate your attitudes towards following statements. (1 - strongly agree, 5 strongly disagree)

	1 (strongly agree)	2	3	4	5 (strongly disagree)
This advertisement is closed to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like an appearance of the advertisement at the first sight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the advertisement is suitable for the company image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the advertisement entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In comparison to other language school's advertisement I prefer this advertisement more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement correlates to my ideas about the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



6d) Now, please evaluate the selected forms of the advertisement.

	1 (strongly agree)	2	3	4	5 (strongly disagree)
This advertisement is closed to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like an appearance of the advertisement at the first sight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the advertisement is suitable for the company image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the advertisement entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In comparison to other language school's advertisement I prefer this advertisement more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement correlates to my ideas about the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Začněte i vy 29. září!**

**„Díky Jipce se domluví s italským zeťákem.“**

**Jipka *moje* jazykovka**

Národní | I. P. Pavlova | Flora | Palmovka | Butovice

[www.jipka.cz](http://www.jipka.cz)

7) Please take a look again on these advertisement as a whole.  
How do you feel about it in general?

Which of these characteristics match the advertisement the most?

- professional
- humane
- reliable
- creative
- others

8) How the advertisement for the company should look like?

Please try to describe how the advertisement should look like, what should it tell and which form should it have?

## PERSONAL DETAILS ABOUT THE RESPONDENTS

9) Gender

- woman
- man

10) Age range

- 15 – 23
- 24 – 35
- 36 – 45
- 46 – 55
- 56 and more

11) Employment range

- student
- employee
- self-employed
- senior
- unemployed

12) Please fill in the email address if you are interested in the draw on the free language course.