

## **ABSTRACT**

The thesis deals with analysis of the needs of intermediate management of non-governmental organization Counselling Centre for Citizenship/Civil and Human Rights, whose main activity is providing social prevention service in the Czech Republic. The main object of the thesis is to identify the needs of intermediate management and to settle mechanisms which could help the organization to improve more. The methods used for obtaining relevant data were SWOT analysis, marketing mix and cost-benefit analysis. The theoretical part of the thesis deals with basic terms related to non-governmental organizations with a focus to the Counselling Centre for Citizenship/Civil and Human Rights. The thesis furthermore identifies the needs of intermediate management, which are visible in need of better internal and especially external communication, where a PR specialist or PR agency should be of help to the organization.

### **Keywords:**

analysis, management, non-governmental organization, external communication, PR