

Abstract

This diploma thesis is a case study of the town Litvínov from which the author comes from. It analyses the use of political marketing in the party election campaigns, which is described in detail and applied through the Lees-Marshment's theory with the help of semi-structured interviews, questionnaire surveys, mapping of programs and Codes of Conduct. The expected result of the thesis is not only the analysis of the municipal pre-election campaigns of the individual candidate parties using the Lees-Marshment theory, but also critical evaluation of this theory applied within the municipal politics. The partial objective is to compare the use of marketing of regional and national candidate parties within the municipal politics. It is not only a description of this theory, but also an evaluation of the theory suitability on the municipal level. The conclusions point to the fact that political marketing plays a certain role at the municipal level, but the degree of its use is much lower than on the national level.