

Abstract

The aim of this diploma thesis is to analyze and then to compare two political subjects, namely ANO 2011 and Svoboda a přímá demokracie (previously Úsvit přímé demokracie). The aim of this work is to find out if these political subjects are *new political parties* and *business firm parties* according to necessary criteria. The main point of the *business firm party* is political marketing and political strategies for campaigns of these parties. That is the reason why this diploma thesis makes analyze of marketing strategies in parliamentary elections at the year 2013 and 2017. The main aim is to figure out if both parties work and act as marketing product that follows the rule of supply and demand. Or, if parties work as enterprise which benefits from state subsidies. Thank to this research I possible to see the differences between these two political subjects and others established political parties in the Czech Republic. The research proved that ANO 2011 and Svoboda a přímá demokracie (previously Úsvit přímé demokracie) are new political parties and even are business firm parties. Even through are both subject part of concept business firm party, they are not the same type. Both political movements have many differences between themselves. Differences as stronger leader management position at political organization, less personalization, stronger marketing and campaigns etc. Thanks to this analyze and research this thesis figures out that ANO 2011 is business firm party. Thanks to success of this movement can leader of ANO protect his own business from first line of state policy and his party is a tool for gaining power. Compared to that Svoboda a přímá demokracie (previously Úsvit přímé demokracie) is business plan of Tomio Okamura whose doesn't matter how long will his party exist. The primary is profit from elections and state contributions.