

ABSTRACT

The aim of this bachelor thesis is to find parents' preference criterias in kindergarten choice. These criterias will be monitored in two groups of kindergartens. On the one hand, they are kindergartens from the marginal part of Prague, specifically from Prague 11, where they are located partly in the construction of family houses, partly in a panel housing estate. On the other hand, they are kindergartens from the center of Prague, specifically from Prague 2, which are in the old part of Nové Město. The aim of this bachelor thesis is therefore not only the parents' preference criterias when they are choosing a kindergarten to find but also to compare these criterias in the given groups of schools.

In the theoretical part, the thesis first deals with marketing, school management, and public relations. Schools may have difficulty to attract pupils and, in the absence of pupils, the school's financial resources are limited. A school that wants to enforce in a competitive environment will have to choose a strategy based on marketing approach. Further attention is paid to kindergarten and its legal definition in Act No. 561/2004 Sb., pre-school, primary, secondary, tertiary professional and other education (school law) and current issues (compulsory pre-school education, admission of children from two years of age). The subject of the research part of this bachelor thesis is to find parents' preference criterias, when they are choosing a kindergarten for their children, through a questionnaire survey.

For the directors of kindergartens, this bachelor thesis may become one of the first documents to create a marketing strategy for being ready to respond to the increasing competition in education.

KEYWORDS

Kindergarten, marketing, marketing mix, public relations