

Abstract

Title: Marketing communication of a non-profit project Telocvik.online

Objectives: The aim of this work is to create a marketing strategy proposal for a brand-new product of a non-profit organization, in a way that attracts chosen targets groups and accomplishes set communication goals. The proposal should be put to a practical use by the organizations employees.

Methods: Document and text analysis and also the analysis of internal video records were used in this thesis to get secondary data. A competition analysis was also made and was based on a comparison of subjects according to particular criteria. To follow up with statistics and results a monitoring method was used.

Results: The outcome of this thesis is a proposal of marketing communication that includes a combination of marketing tools, chosen by given organizations possibilities. The proposal was created following each analysis and will be used as a guide for organizations employees.

Keywords: communication mix, promotion, non-profit sector, situation analysis, social networks, YouTube, Facebook, e-mailing