ABSTRACT

The theoretical part of the bachelor thesis is concerned with the issue of marketing and online marketing. It compares various definitions of marketing from diverse authors of specialized publications. It explores interconnection of marketing and management of the organization. It deals with setting marketing goals in relation with the choice of marketing strategy. Thesis describes the specific issues of marketing communication and it also follows modern trends in this field. The theoretical part thinks about possible changes of marketing in the future. The thesis mentions the Internet, which offers many possibilities and great potential for marketing. Attention is also paid to the use of social networks. The thesis reveals some specifics of marketing at schools. It reflects important facts and benefits of using marketing management at educational establishment. It declares importance of targeting in marketing which must be based on a specific school market. It deals with communication and public relations of schools, which support the image of the organization.

The empirical part is devoted to the research of internet marketing in selected state and private elementary school. It describes the basic research objectives, defines research questions, methods of data acquisition or processing. It analyzes the approaches of selected elementary schools to marketing on the Internet and it determines the effectiveness of marketing effect on parents of the students of elementary schools. The research was based on interviews with headmasters of public and private elementary school as well as interviews with parents of students. All interviews were analyzed in detail, compared and evaluated to provide a comprehensive view of the effectiveness of the marketing and online marketing at schools.

KEYWORDS

elementary school, marketing, online marketing, communication, PR - public relations, internet, website, social network