

The bachelor thesis *Art in Žižkov: analysis of marketing communication of selected Žižkov galleries* focuses on description and evaluation of marketing activities in the art field. The theoretical part consists of a comprehensive description of art marketing with its use in the market of fine arts, including the history of this subject, the context of art in the commercial sphere and the introduction of art marketing tools and techniques used for achieving business goals. The practical part focuses on the description of the history and current functioning of selected Žižkov galleries. This part includes an analysis of specific marketing tools and processes that have made these galleries successful in the context of the Czech environment. The conclusion includes suggestions for possible improvement of marketing of these institutions and presents latest trends in art galleries market.