

Abstract

The assignment focuses on the campaigns of Zuzana Čaputová and Maroš Šefčovič in the Slovak presidential elections in 2019. The main objective is to describe the campaign of both candidates and compare them. Another aim of the assignment is to identify some changes in their communication between the first and the second round of the elections.

In the theoretical part, the basic aspects of political marketing are described, because they are very important for the understanding of the subject. This part of the assignment also focuses on the law aspects of presidential function and the elections. The first round of the elections is also described in this part. The main part of the assignment covers the campaigns of the candidates, motivation of the voters and in the end it summarizes what worked in the campaigns.