

Abstract

- Title:** Marketing communication of the non-profit organization Czech ski school of amputees
- Objectives:** The main goal of the diploma thesis is to create a proposal to innovation marketing communication of a non-profit organization Czech ski school of amputees z.ú. First it is necessary to find out the current state of communication of this organization. Afterwards, how does the founder perceive the current communication situation and how it is perceived by the founder of the organization, its clients and an independent expert on marketing communication. Then, according to the findings, propose recommendations for their innovation.
- Methods:** The work uses the method of qualitative research using the literature. It is important to mention the work procedure. For this work were chosen two types of interviews – in-depth interview and interview in a mini-group. Three groups were used as a research set, where one group was interviewed by the mini-group type and the other two were interviewed by the in-depth type. The first group contained three non-profit clients and the remaining two interviews were conducted with an independent marketing communications expert and the founder of the Czech ski school of amputees z.ú.
- Results:** The perception of current marketing communication is relatively insufficient from the point of view of all three interviewed groups. Although the non-profit organization operates in all five marketing tools, they need to be strengthened to make CSSA as attractive as possible. Based on the results of interviews, recommendations were proposed for the innovation of all marketing tools, such as advertising, public relations, internet communication, marketing on social networks and sponsorship. A financial plan was created for the whole proposal so that CSSA would have an overview of how much it will have to invest in communication innovation.
- Key words:** Non- profit organization, marketing communication, advertisement, PR, social networks, internet communication, interview