

This thesis is about position of the marketing in the educational institutions in the Czech republic. It also offers insight to the school managers, how to utilize the marketing in their organizations. The thesis is divided into two main parts. The first one is targeted to the legislation, educational trends in the education of handicapped persons and it's focused on the marketing and its specifics in educational marketing as well. The second part presents the results of SWOT analysis, focus group, analysis of the document contents and the results of the qualitative research, which would like to chart the situation of marketing in the Základní škola and Mateřská škola, příspěvková organizace in Vysoký Chlumeč. The school includes special class, where handicapped persons are educated and integrated. Main and particular findings were defined on the basis of found information. The thesis includes the draft of recommendations, which could help the organization and its management. The thesis is about the organization 's key problem and its recommendations will be implemented.