

# Abstract

Diploma thesis „Cause Related Marketing in relationship to the public sector“ deals with new phenomenon in area of marketing of companies, which is based on connection of business and public welfare activity. This type of marketing teaches big companies how to be responsible to social issues in certain country and society, how not to be indolent to minorities, interest groups, diseases and to other aspects of social need. Cause Related Marketing asserts on the base of connection of private and non-state non-profit sector by profiting on both of them. Company can on its base differ from competition and enhance the sale of their goods and services. For non-profit organizations it can be the contributions seen from new financial sources and in promoting their cause, which they are trying to solve.

Otherwise, Cause Related Marketing is connected with concrete risks and the intervention of private sector into the public sector that can bring problems with definition of public interest. Then in consequence problems with selection of actual public and social issues to solve. Thanks to Cause Related Marketing grows the influence of corporations on the national state policies, what brings higher pressure on political decision-making sphere as a result of expectation of companies that this sphere will decide in their advantage. This situation is widening from sphere of national policies to global policy.