

This diploma thesis deals with the political marketing of selected political entities on the Czech political scene. Primary goal is to analyze and furthermore compare political marketing of ANO and TOP 09 in before of elections to the Chamber of deputies in year 2017 and ANO and the coalition of TOP 09 and STAN in before the elections to European parliament in year 2019. Partial goal of this thesis is to understand the difference between parliamentary elections and European elections, ie first and second order elections, but also to understand differences in financing campaigns in before mentioned elections. From the point of view of methodology this diploma thesis is drafted as a comparative case study examining two different elections in the Czech Republic. Theoretical part will introduce the concept of political marketing, chosen model of political marketing, election campaigns and the concept of first and second order elections. Analytical part will provide deeper analysis of election campaigns of chosen subjects. Campaigns will be compared at the end of this thesis.