

The main theme of this work is a development of Czech election campaigns. Specifically this work is about election campaigns in years 1996 and 2006. Is the development of Czech election campaigns considerable enough that we could compare them to campaigns in the west countries? One criterion of western campaigns is a concept of a marketing oriented party. Jenifer Lees-Marshment is an author of this concept. Lees-Marshment defines in contemporary election campaigns three types of political parties: product-oriented party, sales-oriented party and market-oriented party. Market-oriented party (MOP) is different in a way of creating its political platform. The political platform is based on identification of public interests. Market-oriented party concentrates on satisfying its voters. For this purpose the party is using extensive marketing methods. MOP reacts to its voters preferences and consults them among the whole party. If the strategy is accepted the party creates a final political platform.

In 1996 elections we can only find product oriented parties. Political parties were creating their political platforms as a final product without asking voters what their desires were. Although campaigns were organized professionally there were no professional political consultants.

Situation was progressively changing from 2004 elections. In this time we can talk about Americanization of elections. Political parties are now using marketing methods in order to attract undecided voters. This process is connected with new media rising, especially the Internet.

There is a big expansion of political marketing in 2006 elections. Political parties are hiring external experts who help them with marketing researches. On the basis of these researches parties are making their propositions to voters. Political marketing expansion is characterized in adopting successful foreign concepts.