

Abstract

The bachelor's thesis Analysis of the communication strategy of the Czech Philharmonic in the years 2019–2021 deals with art marketing, specifically the marketing of symphony orchestras and classical music concerts. In the theoretical part I deal with the theoretical definition of art marketing from definition through historical development to its specifics in the age of digital technologies. The first part of the thesis also provides an overview of symphony orchestras in the Czech Republic and abroad and discusses the historical development of the oldest Czech orchestra of the Czech Philharmonic and its financing. The practical part of the work consists of a case study focused on the analysis of communication activities of the Czech Philharmonic in 2019–2021. During this time, the institution changed its visual identity, launched the Connect by Music campaign to celebrate its 125th anniversary, and offered streaming concerts to listeners during the pandemic. The change and future direction of marketing communication is further investigated with the help of an in-depth interview with the PR manager of the Czech Philharmonic.