

Diploma thesis „The political marketing of the Civil Democratic Party and the Czech Social Democratic Party in the 2009 European Parliament Elections - the comparative study“ deals with political marketing of the two biggest political parties, the Civil Democratic Party and the Czech Social Democratic Party, in European Parliament Elections. The first part outlines the contextual background of the 2009 European Parliament Elections in the Czech Republic and introduces both political parties in detail. Next part analyzes political campaigns of the Civil Democratic Party and the Czech Social Democratic Party. By comparing both political campaigns we will detect crucial differences in political marketing strategies of both political parties and their origin.