Abstract

This bachelor’s thesis on cultural marketing of the city of Kutná Hora in the years 2009 to 2010 discusses the marketing communication of the cultural objects of the city of Kutná Hora in the defining years 2009 to 2010. The first part of this thesis describes the marketing mix of Kutná Hora as a set of cultural objects, however it is also dedicated to the cultural objects of the city individually. The materials for this part were particularly the promotional materials of the city and of the objects aimed on culture.

The second part of this thesis is dedicated to primary research which has been conducted with the citizens of the city of Kutná Hora. The subject of the research was mainly contentment of the citizens with options of the cultural life in the city and general contentment with the cultural marketing and information. On the results of this survey is also based the last part of this thesis, which evaluates the knowledge acquired in first two parts and through so called SWOT analysis comes with suggestions and recommendations for improvement of marketing communication of the city in culture and cultural objects of the city.

As a technique of material treatment are used description, primary research according to the submitted questionnaires and in case of some materials has been also used quantitative analysis.