

Abstract

Bachelor thesis *Marketing communication of The Czech Red Cross since 2007 until now* represents the humanitarian association of the Czech Red Cross, its history, mission, areas of activity, its tradition in the context of the International Red Cross and its position in the nonprofit sector. Above all, it deals with its marketing communication. Major marketing projects of this period are analyzed, interpreted and evaluated with the help of academic literature. The paper deals with the success of these campaigns and the importance of communication of the Czech Red Cross and also with its competitors in the nonprofit sector. Based on these findings, the overall communication strategy of the Czech Red Cross is assessed and a SWOT analysis is implemented as a method to maximize the use of external and internal factors of the organization. The conclusion offers a socio-ethical perspective on the function and status of the non-profit sector in the Czech Republic and elsewhere and tries to propose further opportunities for communication of the Czech Red Cross and its differentiation from other non-profit organizations in the country.