

Abstract

This bachelor work deals with Cause Related Marketing in the Czech Republic. Cause Related Marketing presents alliance between a non profit organisation and a business company in order to create a charitable project. At the beginning this topic is explained, its history and development is mentioned as well, goals and influences of this marketing activity are given, different forms and mechanisms of CRM projects and also advantages and risks of these projects are dealt with. In the next part, some successful case studies are specified and thus show us how effective and beneficial these activities could be. In the last part, the research which was realized by the questionnaire is introduced and views, opinions and perceptions on Cause Related Marketing of young people in the Czech Republic are presented.