

Abstract

Diploma thesis „Marketing strategy of the ČSSD party in the campaign for the preterm parliamentary elections in year 2009“ tries to analyze the campaign of the Czech Social Democratic Party for the preterm parliamentary elections in year 2009. The thesis begins with a brief introduction into the theory of political communication and political marketing and continues with appointing of the various roles a party can play in the pre-election campaign. The main body of the thesis is dedicated to the description of the electorate and the analysis of the Social Democratic campaign using the description over time method. The thesis ends with a concise analysis of the results of the campaign.