

Abstract

The goal of this bachelor thesis is to analyze the communication activities of the city of Pilsen in connection with its nomination for the title of the European Capital of Culture 2015. The thesis contains an essential description of approaches to place marketing which are further supported by foreign literature. The thesis also focuses on place branding and strategic marketing planning processes in this particular area. A complete overview and description of the project of the European Capital of Culture is also included and its potential applications in the field of marketing are considered. The thesis furthermore covers the integration of this project into the long-term development of the city of Pilsen. This is mainly achieved through the analysis of strategic development documents of the city. A crucial part is dedicated to the analysis of the applied communication activities. These are analyzed within the period which is defined by the fall of 2009 and by the day when the city was officially awarded the title, that is the 19th of May 2011. This period is divided into two segments: before and after winning the competition due to significant changes in the competencies and in the approach to communication. This thesis analyzes the communication tools and the communication strategy concept for the year 2015 which is included in the application of the competition.