

## **Abstract**

This bachelor thesis aims to analyze the marketing communication of the Brno House of Arts from 2007 to 2011. The Brno House of Arts is one of the most important cultural institutions in Moravian region but the number of visitors decreases from year to year. The hypothesis is that underdeveloped communication strategy of the institution contributes to this unfavourable situation.

One chapter is dedicated to the analysis of communication strategies of the closest gallery's competitors – Moravian Gallery and Wannieck Gallery. The core of the work is in the detailed description of the institution's communication mix with focus on its visual identity created in 2008. Evaluation of the gallery's marketing activities is based on adequate academic writing. Wide variety of relating pictures can be found in the appendix.

Research conducted by the author explores knowledge and image of the Brno House of Arts in the public. The thesis is concluded with the summary of the communication activities of the institution and strives to answer whether they support its mission and vision positioning the gallery among prestigious European galleries.