

Abstract

The thesis deals with forms of cause-related marketing in the sphere of wildlife protections, care of abandoned and mistreated or handicapped animals and of wild animals and animals living in captivity. I am interested in different forms of co-operation of companies with non-profit organizations that deal with animal care. I am interested also in using of web sites of non-profit organizations and their business partners as communication tool of this co-operation. The thesis is concluded by four case studies showing basic forms of co-operation and its communication that I noted in this sphere.