

Title: An internet presentation of the kindergatens as an effective implement for sparing the school's vision.

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Abstrakt:

The Final thesis deals with the quality of official websites concerning nursery schools as one school of communication tools in order to get support for a shared vision of the school and gain a competitive advantage in the education market.

It focuses on the importance of strategic planning and effective communication schools in the presentation and implementation of their vision.

It deals with the characteristics disclosed in categories of information, their content and importance of continuity for customers of the school.

The acquired knowledge provides a comprehensive look at the presentation of information and can be an inspiration for managers to communicate with the public.

Keywords:

Strategic planning, marketing communications, internet presentations, school vision