

## **Abstract**

The bachelor thesis Communication activities of the Municipal Library of Prague from 2007 to present deals with marketing communication of the Municipal Library of Prague in this period. The two preliminary chapters of this bachelor thesis are devoted to the roles that books and libraries have in our society. The following part discusses the relationship between public libraries and marketing. Afterwards there is a brief introduction of the Municipal Library of Prague as an important organization for cultural life of Prague citizens. The main part of this bachelor thesis deals with the specific communication activities of this institution, when initially it focuses on the analysis of parts of the marketing mix of the Municipal Library of Prague and then analyzing its marketing communication. Each used communication tool is discussed in detail to provide a comprehensive view of how the Municipal Library of Prague communicates. The analysis includes both classical tools such as PR, but also new ones. Great emphasis is placed on Internet communications as the main form of communication of the Municipal Library of Prague. Organization's web site and its profile on social networks are subjects of widespread research. Recommendations are also included in this analysis.