

Abstract

Diploma thesis „Marketing Communication of Strašnické divadlo during 2005 up to 2011“ are focused on theatre marketing. Main terms are marketing, art marketing and cultural policy.

Strašnické divadlo has a stirred history. It was founded in 1961. There were very famous and flourishing periods and also the bad ones. Contemporaneousness of theatre is linked to civil association Divadlo Company.cz which have conducted the theatre since 2004. This association built here the unique repertoire scene for 110 000 inhabitants of Praha 10 district. Current position of theatre is related to brand relaunch by which theatre passed in recent years.

Thesis deal with explaining of basic marketing terms, its particular differences in non-profit sphere and its application at the example of Strašnické divadlo. Main sources are public municipal document, sites, annual reports of a Strašnické divadlo and promo materials. Part of the work is also a circumscription of typology of theatres and description of cultural policy transformation in Prague during the years 2005–2011.