ABSTRACT:

The final thesis focuses on evaluating the marketing strategies of the village primary school management within the competitive background created by the town primary schools. One of the main points of the thesis is to enrich these strategies by means of executive directors’ as well as my own experience. Other sources of such enrichment are the study literature and the available research knowledge as well as the knowledge of the chief pedagogical executives’ final theses. In this respect, the marketing strategies should be posing a benefit for a classical village primary school to stand up to the challenging competitive struggle.

The benefit from the thesis consists in using its conclusions by the village school headmasters as well as the institutors.