

## **Abstract**

This thesis is devoted to the election and political marketing topics. I analysed different types of political marketing tools and guerilla marketing tools. Guerilla marketing is a special marketing form suitable for some campaign situations. Moreover we can use it for campaign optimization. This optimization is the core of this topic.

It is important to find the best tools, with the lowest expenses for our preferred voters. In addition to that, I introduced several kinds of campaign tactics useable in the Czech politics. There are also election campaign proposed budgets for different types of the Czech elections.