

## Abstract

Election campaigns in the Czech Republic are undergoing a major professionalization process since 2006. The most noticeable proof of this trend is the Czech Social Democratic Party (CSSD), which is effectively cooperating with foreign agencies. In 2006 CSSD followed the example of British Labour Party and applied market-oriented party concept to its behaviour. The strategy of a market-oriented party is to identify public priorities, analyze them and to create an election program; since voter's satisfaction is crucial for a market-oriented party, it uses a wide variety of marketing services and techniques. I am analyzing the election campaigns of Czech Social Democratic Party in 2006 and 2010 using the Market-Oriented Party Model published by Jennifer Lees-Marshment in 2006. My goal is to find out whether CSSD followed the Market-Oriented Party Model in 2010 and whether it is going to keep applying the concept in the future.

Key words: Election campaign, Czech social democratic party, political marketing, election management.