

Abstract

Diploma thesis “Marketing of public libraries in Pilsen and Carlsbad region: current state and new opportunities” is dealing with actual marketing activities of four selected libraries from the mentioned area. Diploma thesis is divided into the two main parts – theoretical and practical part. In the first part, the theoretical knowledge of marketing is gathered and summarized. Furthermore, important marketing terms that are used in the following part of the thesis are described here. In the second part, the application of theoretical findings is made straight into the environment of four chosen libraries. Moreover, the current state is analyzed and the recognition of the strengths and weaknesses by means of SWOT analysis is performed. In conclusion, the evaluation of the recent situation of selected libraries and of the information gathered from their representatives is made and finally, recommendations regarding new marketing opportunities for the future are stated.