

The thesis Political marketing and political communication as a tool of government policy focuses on the topic of using political communication and political marketing by national government's and politicians. First part of thesis interduces theoretical framework for the political communication, political marketing, political public relations, permanent campaigns and branding. Second part focus on topic of governmental communication, third part of thesis interduces some case studies, primarily focused on the Czech Republic with an emphasis of the campaigns of the Government of the Czech Republic.