

Annotation

The bachelor thesis “Marketing and promotion of the National Gallery in Prague in 2010-2011” discusses communication options of the most famous fine art institution in the Czech Republic. The introduction explains the function of an art museum as a medium and describes particular modes of transmission of information between an artwork, exposition and audience. It briefly portrays the function of the National Gallery today and in the past, as well as the services offered. The main part of the thesis focuses on specific characteristics of marketing of museums and galleries and these are accompanied by particular examples from the practice of the National Gallery and by statistical data. The bachelor thesis defines the product of this institution, ways in which it is offered to the public and especially means of promotion.