

## **DESCRIPTION:**

This thesis deals with marketing along with description of the change management in the form implementation paid services in the Children's Rehabilitation Welfare Institution in Krajská Zdravotní, a.s. – Nemocnice Teplice,o.z.

The thesis is divided into two parts.

The first part deals with the theory of marketing. Its aim is to introduce and explain clearly what is marketing, what it is for and why it is important. When reading you learn about the history and development of marketing, learning about its basic concepts, such as the market, customer, product or service. Furthermore, I introduce what is meant by the marketing mix and marketing strategy and what is their part. A separate chapter is specifics of marketing in healthcare.

The practical part has the form of case studies. Is an example of the use of marketing and its tools in practice. Describes each part of the procedure for the implementation of paid services in the children's rehabilitation welfare institution. It includes an explanation of why it was decided to take this step, it describes the manner of keeping employees, analysis, search and target specific groups associated with it, feedback and evaluation of the success of the project.

Keywords: marketing, marketing mix, marketing strategy, customer – the client, request, product, service.