

Abstract

Diploma thesis “Marketing focused on employers by supported employment agencies” deals with marketing environment and tools, which are used by agencies in their effort to place disabled people in the open labour market. The first task is description and comparison of marketing environment and tools. The next objective is to release recommendations to this area. The theoretical part is focused on: the employers, long-term unemployment of disabled people, principals of supported employment service and marketing theories of nonprofit organizations. In my qualitative research I used following technics: interviews, analysis of documents and comparison. First: I compared two agencies from Rumburk and Liberec. Second: I compared three agencies from Prague. In the last part of my thesis I listed the same and the different components of the five agencies. Conclusions, recommendations and discussion are based on achieved surveys.

Keywords: supported employment agencies, marketing of nonprofit organizations, marketing environment, marketing tools, employers.