

ABSTRACT:

The final version of bachelor's thesis is about mapping relationship between art schools and public in region of Nymburk. It is also focused on finding tools and resources , which art schools use in its propagation and in communication with the public.

Theoretical part deals with communication with public topic, strategic planning, specific resources PR and target group PR for schools.

Research part of the thesis is focused on three art schools that operate in the region of Nymburk: ZUŠ Lysá nad Labem, ZUŠ Nymburk and ZUŠ Poděbrady. This part is looking for following answers: what tools and resources for propagation and ensuring quality relationships do the schools use and what reserves schools actually have.

The thesis also contains tables and graphs that show results of the research part.