

The subject of this diploma thesis is the usage of elements of political marketing in the Czech presidential campaign 2012/2013. The theoretical part of the thesis is focused on the general development of political communication and election campaigns, the principles considering the performing of political marketing, the basic formulas of voters' decision-making and models of coordinated behavior of the electorate and political representatives depending on the strategic effects of electoral systems. In a subsequent analysis of the election campaigns of selected presidential candidates – Miloš Zeman, Karel Schwarzenberg, Jan Fischer and Jiří Dienstbier – is monitored, how and under what circumstances the advancement of political marketing is applied, whether the candidates and their election team incorporate the assumed strategic effects of the election system into the planning process and implementation of election campaigns, hence if and how the campaign considers the voters' experienced ideas about the head of the state.