

## **Abstract**

The Master thesis analyses the topic of marketing and marketing communication of non-governmental non-profit organisations, which are focused on giving education in developing countries (“target organisations“). The theoretical part of this project defines the term “non-governmental non-profit organisation“, gives examples of target organisations and also describes marketing environment, marketing mix and the tools of marketing communication, used by target organisations. The Practical part describes the quantitative research, taken in Czech public, in target organisations and in companies, that support target organisations. It also describes the analyses of other sources. The conclusion gives the possibilities of improving the marketing communication of target organisations, based on outcomes made by the research mentioned before.

**Keywords:** non-governmental non-profit organisation, developing countries, education, marketing, marketing mix, marketing communication.