

The diploma thesis deals with Cause Related Marketing as the way of cooperation of a nonprofit organization and commercial company in the Czech environment. The presence of different types of Cause Related Marketing in the Czech Republic was investigated on the basis of the expert typology. My goal is not only to investigate the occurrence of these types, but also to analyze their representation and to determine which type prevails. In the empirical part I present concrete Cause Related Marketing campaigns with focus on their presentation on the websites of nonprofit organizations and their partner companies. Considering the website presentation of this cooperation I look for connections demonstrating the initiative that entities pursue during the campaign. The outcome of the diploma thesis is the research evaluation, recommendations for profit and nonprofit organizations and critical evaluation of this issue.