

Abstract

This bachelor thesis deals with the topic of marketing communication of cultural organisations in the district of České Budějovice. It is concerned with the four most significant cultural institutions in the district, which are also the biggest in the region in their sphere of activity, namely Jihočeské divadlo, Jihočeské muzeum, Alšova jihočeská galerie and Jihočeská komorní filharmonie. Taking into account the multitude of changes that have taken place in given subjects recently, the period for analysis was determined to be the years 2014 and 2015.

The thesis is divided into four parts. The first section defines concepts of marketing, it describes the marketing mix, its instruments and the specifics of cultural marketing. Next part of the work defines given organisations in terms of their history, structure and recent changes.

The third part is concerned with detailed analysis of communication activities of these organisations and it specifies applied instruments of marketing communication. Using SWOT analysis it reveals both strong and weak points of communication of these institutions, their opportunities and threats. The last section includes the comparison of communication of these four subjects, as well as summarized findings in the field of marketing communication of cultural institutions in the region.