

ABSTRACT

The diploma theses deals with marketing in practice of social services. Marketing brings positive effects in the field of client, personal and material-technical capacities to some organisations. This can bring financial as well as nonfinancial profit together with bigger independence from donors who provide means of running of social services. Theses will help to solve problems of some social services managers who don't care about marketing in the organisation sufficiently. The object of this theses is to choose marketing goals and strategies of their obtainment on the basis of marketing macromedium and site analysis of organisation and insert them into the marketing plan in the particular social service, which moves in the competitive setting of other social services. The theses output is marketing plan of social service.

Key words: marketing, social service, competition, marketing plan, site analysis, management