

## **ABSTRACT**

This diploma thesis analyzes the application of political marketing at the regional and senate level in 2016 by the movement ANO 2011 in the Pardubice Region. This is a comprehensive comparative analysis of the use of selected instruments of political marketing, their form and manner of functioning at regional and senate elections in 2016. The thesis deals with the theory of political marketing, especially its definition and comparison with economic marketing with emphasis on its differences. The form of political marketing and its way of functioning differs considerably based on electoral system. For this reason the thesis includes a comparison of the electoral systems to regional councils and to the Senate of the Parliament of the Czech Republic. The main part of the thesis is a practical, which compares the form, course and way of functioning of selected aspects of political marketing within the election campaigns during the regional and senate elections. The thesis focuses on the specifics of various election campaigns that are implemented by one political subject in the same space and time, but on different types of elections.