

## **Abstract**

This bachelor thesis is concerned with describing the CSSD marketing communication in parliamentary elections to the Chamber of Deputies in 2013. The thesis is divided into two basic parts, namely theoretical and practical.

The theoretical part describes basic definitions of marketing communication and political marketing, including its chosen tools. For my work, I chose the concept of the Jabłoński “Promotion mix”, which is divided into five basic categories - political advertising, direct marketing, sales promotion, public relations and personal sales.

The practical part is devoted specifically to the CSSD and its election campaign in 2013. Subsequently, the thesis focuses on individual elements of the above mentioned Promotion mix.