

ABSTRACT

The diploma thesis is focused on the marketing communication of selected political parties and movements, which participated in the election to the Chamber of Deputies of the Parliament of the Czech Republic in 2017.

The thesis provides a comprehensive approach to the use of marketing communication tools of political parties and movements during election campaigns. The thesis contains a definition of marketing itself on a general level to classify marketing communication within the field and to understand the context. Subsequently it is focused on marketing communication tools, which voters had chance to see and through which the parties tried to get voters to their sides. The important aspect of composing communication tools of the election campaign is the financing, as political parties and movements have to respect legal restrictions on the political parties funding and election campaigns. These restrictions were firstly applied in the election to the Chamber of Deputies of the Parliament of the Czech Republic in 2017. The thesis describes basic limits as well as the administrative office exercising the supervision in this area. Subsequently this thesis provides summary of all marketing communication tools along with the evaluation of strengths and weaknesses of each political party or movement. There is the comparison and the evaluation of all election campaigns among themselves including the drawn up ranking with regard to the evaluation of the marketing communication of each political subject. In order to provide a complete overview the thesis includes confrontation with the final election results, which brings feedback to conclusions resulting from the comparison. In the end the thesis provides a look to the future of chosen political parties and movements in the next parliamentary term.

The objective of this diploma thesis is to discover the marketing communication of political parties and movements before the election to the Chamber of Deputies of the Parliament of the Czech Republic in 2017, i.e. all tools used, the comparison and the evaluation of their success regarding final election results.