

This diploma thesis called „Cultural specifics of the UNICEF's non-commercial marketing communication in selected countries: Czech Republic, France, USA“ analysis and compares non-commercial marketing communication of the United Nations Children’s Fund (UNICEF) in selected countries. The study aims at understanding to which extent local culture and its values are represented in the UNICEF’s communication on the national level. The prerequisite for this study was the fact that UNICEF had officially adopted glocalisation to its global communication strategy. This approach is unique in combining both local as well as global communication traits. UNICEF is one of the few non-commercial global organizations that seeks to adapt its global vision and mission to its target audience at the nation-state level. Therefore, it is important to further explore it as a potential role model for other non-profit organizations.