

Abstract

Bachelor thesis Marketing Communication of Political Party KDU-ČSL in Elections to the Chamber of Deputies in May 2010 analyzes communication led by the party KDU-ČSL before these elections. In the first part, it focuses on the party itself, its position on Czech political scene, characteristics of its voters, program, behavior and other attributes. Furthermore, it deals not only with the official campaign, but also with other communication that was performed by KDU-ČSL before the elections; this includes for example appearances in media, public relations or controversial issues of party members. Evaluation of the communication follows, along with possible reasons why KDU-ČSL was unsuccessful in these elections. In the last part, the thesis contains suggestions that could in the future possibly lead to better results in elections and to re-entry to Chamber of Deputies.