

## **Abstract**

The bachelor thesis “Analysis of Communication Activities of International Music Festival Prague Proms in the Year 2011“ deals with marketing communication of International Music Festival Prague Proms, which was specifically used in the year 2011. The thesis describes the festival from the perspective of its organisational structure and characteristic of main activities. On these basics analyses the work, by using a descriptive method, means of communication used in the year stated. It strives to illustrate if, and how much the cultural organisation keeps on techniques and strategies of marketing communication in connection with specific principles of art marketing.

Particular communication techniques are compared and analyzed on their appropriateness for cultural organisation. Currently, when an interest in classical music declines, such cultural organisation as this have to fight for its customers and using of well-chosen marketing techniques is essential.

The work deals with all aspects of the organisation that affect activities of communication mix used. An emphasis is put on its own history, core, product structure and background of the organisation. In the second part the work describes particular communication activities and compared them with general principles of art marketing and marketing for cultural organisations. Considering that there are not enough sources in Czech the work primarily gains from foreign authors.