

## **Abstract**

This bachelor's thesis „Marketing of non-profit organizations focusing on marketing communication of the Foundation Naše dítě” is focused on relatively new issue of using marketing methods in non-profit sector, its specifics in comparison with more common marketing methods widely applied in the profit sphere.

This thesis consists of two parts – theoretical and practical. In the theoretical part the main attributes of marketing services as the scientific branch are introduced. This subject includes non-profit sector as well, which is the key issue of this thesis. This studies is also based on relating discipline social marketing, using methods and tools of social advertising, that are mentioned later.

Practical part of the thesis is focused on marketing communication, specifically of the Foundation Naše dítě.

### ***key words:***

marketing communication, marketing services, communicational mix, non-profit sector, non-governmental non-profit organizations