

Abstract

The bachelor thesis *Election strategy of candidates in Czech presidential campaign 2012/2013 – comparison of party and non-party candidates* assesses the election campaign before the first direct vote presidential elections in the Czech Republic in 2013 with regards to the party classification of the candidates.

The thesis consists of descriptive analysis of each campaign according to Dariusz Skrzypiński's criteria and a comparison of those criteria (communication strategy, financial strategy and strategy of relations between candidates) within the party and the non-party candidate campaigns.

The assumptions verified in this thesis focus on both party and non-party candidates, advantages and disadvantages of their strategies and their comparison.