

## **Abstract**

The BA thesis titled *Museum Marketing and Cultural Heritage Marketing as an Exemple of Museum of Decorative Arts in Prague* (MDA) aims primarily to map the marketing communication of MDA and utilize the findings to illustrate the specific challenges that art marketing as such entails. The main focus is on the marketing and, above all, communication strategies of the Museum. For the purposes of communication, the Museum makes use predominantly of public relations activities.

The communication of the MDA is lacking mostly due to the lack of financial resources. The Museum has annual budgets at its disposal and has to make the decision whether to invest into restoring its collections and research, or into marketing.

In the concluding part of the thesis I address various propositions for communication improvement, most of which lean towards fundraising activities.

As my sources I used predominantly the MDA websites and different sorts of printed materials published by the Museum itself.