

Abstract

This thesis deals with marketing management of educational institutions. In the theoretical part, its relevance in Czech conditions is reasoned, compares its specifics with the marketing management of manufacturing enterprises and deals with unclear proposals for its conceptualization by proposing a scheme of a possible procedure. In the practical part, this procedure is applied and brings recommendations for changes in the Sociological-economic studies study programme and warnings for similarly conceived programmes. Although the study programme has the needed background in the dimensions of personal, international relations and a possibilities of meeting the image of Nicher for a specific group of above-average students of social sciences and economics, even though it has strict entrance requirements it fails to recruit suitable students of a small amount of applicants because it currently does not fully utilise a potential of the product and possibilities of communication.