

Abstract:

This thesis deals with advertising of medicinal products for human use and its public law regulation contained especially in administrative law regulations. The thesis aims to bring information on the existing law in this area, explain particular legal institutes and propose potential amendments of the existing regulation in appropriate cases.

The first chapter is devoted to definition of crucial terms of a medicinal product, advertising and public regulation, since their correct understanding is decisive for the following text.

The second chapter concerns regulation of advertising, firstly in general and consequently concretely advertising of medicinal products for human use. The thesis is structured so that it concerns advertising focused on wide public separately from advertising focused on experts.

The third chapter is devoted to responsibility, supervision, administrative proceedings and decisions in administrative judiciary, offences and sanctions in the area of regulation of advertising of medicinal products for human use.

The fourth chapter analyzes main articles of the last proposal for amendment of the Act no. 40/1995 Coll., on Advertising Regulation, as amended, which was submitted to the legislative process in 2012, and contains *de lege ferenda* proposals.

Annexes of the thesis contain examples of advertisements of medicinal products for human use that demonstrate practical application of the regulation theoretically analyzed in the previous chapters.