

Abstract

This paper examines marketing practices and marketing tools in the context of art related museums. The subject of this paper is the National Gallery in Prague, a significant art institution that has the ambition to build a strong museum brand of international significance. The aim of this paper is to form a set of recommendations for the National Gallery in the field of marketing and communication. The recommendations are based upon the confrontation of the research of the ongoing trends and opportunities with the analysis of National gallery's marketing activities.

This paper is divided into three parts. Firstly, it defines the theoretical framework and the key terms such as museum marketing, strategic marketing, visitors profile, marketing and communication mix. Secondly, it describes trends and opportunities in the field of museum marketing. Finally, it analyzes activities of the National Gallery and puts forward recommendations for improvement of the current marketing processes.