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Název diplomové práce: Communication of corporate foundations in the Czech Republic

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Abstract

The thesis deals with the issues and evaluation of use of marketing communication in corporate foundations and endowment funds in the Czech Republic. In theory part, it offers a brief overview of what tools of communication are being used in non-profit sector and what the new trends in marketing communication are. The theory part also look into moral aspects of existence of corporate foundations and their establishment under their umbrella corporation. The part of practical application reveals what specific tools of marketing communication corporate foundations use to promote themselves internally and externally and how efficient their communication is. It also maps the general brand awareness of the corporate foundations in the Czech Republic in relation to classic non-profit organizations. An inseparable part of this thesis is an insight into operation of corporate foundations through representatives of significant corporate foundations in the Czech Republic. The thesis also reveals whether the umbrella corporations only make use of their corporate foundations just in order to promote themselves or whether there really is a charitable background. Lastly, the thesis comprises of a qualitative evaluation of marketing communication of ten corporate foundations and endowment funds which were considered the most important by respondents in quantitative research. With help of this evaluation, this thesis offers a qualified rankings of corporate foundations with the most efficient marketing communication strategies and uncovers some of the imperfections in these strategies.