

## **Abstract**

The bachelor thesis *Marketing of social enterprises* deals with the current emerging phenomenon in our society - social enterprise. Then it examines especially unexplored area of marketing in social enterprises. The theoretical part explains the concepts of social economy, social enterprise and the third sector. Other problematic concepts which are explained are the concept of CSR and social marketing. In the next part, the principles of social enterprises are mentioned and an example of a social enterprise is presented. The thesis follows up the problematics of social entrepreneurship and provides a comprehensive overview of the current situation of Czech social enterprises. The thesis also deals with the current state of marketing in social enterprises and marketing theory. It also maps the shortcomings in this area, as well as in the field of communication. In the practical part, the author compares this current state to the marketing theory and propose ssuggestions for further development of marketing and communication in social enterprises.