

Abstract

This thesis analyzes the election campaigns of six parties and movements (ANO 2011, ČSSD, TOP 09, ODS, KSČM, KDU-CSL) and one coalition (SPD-SPO). The aim of the diploma thesis is to analyze the election campaigns before the regional councils, which took place on 7.10. - 8.10.2016. In terms of methodology, qualitative research was applied in the diploma thesis. The first part of the thesis focuses on political marketing, which was used in the regional elections in 2016. The second part of the thesis deals with the campaigns of five parties of one movement and one coalition. Political parties have used various forms of political marketing in their campaigns. Elections to regional assemblies did not have one crucial topic to unify the entire political spectrum. Not even within the opposition was a single unifying theme linking the opposition against the government. Each political party chose its sub-theme. All parties had a centralized campaign. ČSSD, KDU-ČSL and TOP 09 had a centralized campaign in part. Political party budgets ranged from 16 to 111 million. The least invested in the SPD-SPO coalition and most of the hnutí ANO 2011.