

Measurement and evaluation of public relations and communication is the main topic of the thesis. This topic resonates strongly among academics and practitioners, especially in the last decade. However, there is still a significant discrepancy between what the theory recommends and the acceptance of these recommendations in practice. Therefore, the thesis focuses on one specific framework for measuring communication and, using a case study method, determines the applicability of this framework in practice. The aim of the research, which is carried out using the case study method, is to verify the applicability of the Integrated Evaluation Framework (IEF) in measuring and evaluating the communication of the non-profit organization Czechitas. In the theoretical chapters, the thesis offers the definition of PR and the main areas PR influence in organizations (image, reputation, identity, and brand). It further describes the Czech non-profit sector and the specifics of its marketing and PR activities. It presents the best-known theoretical models of PR measurement and evaluation as well as the progress the debate on PR measurement among experts has seen in recent years. The analytical part of the thesis analyzes the selected case for the study, being the Czech non-profit organization Czechitas. The analysis of the current state of measurement of communication in the organization is followed by a section that describes practical work with IEF and evaluates its usability. All the above mentioned using academic papers, internal documents, semi-structured in-depth interviews, semi-structured questionnaire among employees, and personal observation. As a conclusion, the thesis presents the results of the research and provides examples of communication measurement in other non-profit organizations for comparison.