

Abstract

This bachelor thesis focuses on the marketing analysis of the exhibition "HOW CAN I HELP YOU?" by Krištof Kintera at the DOX Contemporary Art Center with a focus on students. The thesis focuses on students as they are one of the main target groups. The aim of the thesis is to find out what influences students when choosing an exhibition, furthermore what information channels are used when choosing an exhibition and also what role the attractiveness of the artist plays for the student. The whole thesis is divided into 2 parts – theoretical and practical. The theoretical part covers the evolution of the art museum, theory of art marketing, DOX Contemporary Art Centre, Krištof Kintera and the exhibition itself. The practical part contains research, which is divided into three parts – semi-structured interviews, analysis of communication activities and questionnaire survey. The final discussion includes an evaluation of the results and proposed recommendations.