

Abstract

This diploma thesis entitled "Dance Centre Prague – The Birth of the Conservatory" deals with establishing and developing the Dance Centre Prague – Conservatory as an important educational and cultural institution. The thesis analyses the theoretical concepts of marketing and education and their connection with communication and public relations. It describes in detail the current structure and functioning of the school, its educational concept, and its activities, which include the International Dance Centre z.s., Ballet Prague Junior, Ballet Prague Junior 2, Summer Dance School and Workshop, camps, International Dance Weeks Festival, Dance Teachers of the Year, Christmas Dance Scene, Graduation Performance and Final Performance. Furthermore, the thesis traces the historical development since the 1960s, when the Modern Dance Group of the University Art Ensemble of Charles University was founded, to the current form of the Conservatory. The practical part of the thesis focuses on obtaining the school's official status and enrolment in the network of schools, the continuation of periodical activities and the new headquarters in the Dance Art Centre. The analysis of promotional activities includes developments before and after 1994. The thesis provides a comprehensive view of the Dance Centre Prague Conservatory's importance in education and culture and its influence on the dance scene in the Czech Republic.