

The bachelor thesis "Art marketing : a comparative study of communication activities of the National Gallery in Prague and the Museo Nacional del Prado in Madrid in the years 2007–2009" deals with possibilities of marketing in the area of art, concretely art galleries. After defining the term of arts marketing, the description of the marketing environment, customer and the marketing tools with focus on marketing communication follows. The second part of the work consists of case study focused on description and comparison of marketing activities of two european national galleries – National Gallery in Prague and Museo Nacional del Prado in Madrid with emphasis on the communication and promotion as well.