

This bachelor thesis is focused on patron segmentation in public libraries in the context of marketing communication between the library and users. Thesis overviews the marketing theory of segmentation, which then transfers into an environment of public libraries and describes several important segments. The practical part consists of a case study on the example of Nymburk City library , which describes the selected target groups of this library and how to work with them. Disclosed are libraries marketing activities and their evaluation in view of the target groups.