

Abstract (in English):

The purpose of this Bachelor thesis is to define the structure of cooperation between children library and the kindergarten. This proces was examined from different kind of views, but primarily the proces is shown on one concrete cooperation between Munincipal library in Prague –Prosek and its children branch and kindergarten Novoborská.This final paper includes a case study focused on the kindergarten requirements concerning the librarian services provided by the library. The study is being made by using the method of quality research. The outcome of the thesis is to provide a design of marketing campaign for the Prosek’s Munincipal library in Prague. The campaign is being made out using the information based on the case study combinated with the key literature focused on methods and recommendations how to work with preschool children, which can be found in the state educational program paper and IFLA guide for Children’s library services. Other data used for creating the campaign are based on detailed analysis of the children library at the Munincipal library in Prague – Prosek.