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Application of marketing in cultural organizations: the case of the Polish Cultural and Educational Union in the Czech Republic

ABSTRACT

The case study presented is part of the discussion on the possibility of the use of marketing by cultural organisations, especially non-profit organisations operating in the so-called third sector. The Polish Cultural and Educational Association in the Czech Republic (PZKO) - the largest organisation in Europe bringing together Poles, outside of Poland, is an example of such an organisation. The sources of the deliberations presented include literature on the subject, PZKO's source documents and the primary research carried out by the author – a member of PZKO's marketing strategy team - conducted in the analysed organization for the purposes of the paper.

KEY WORDS

Case study, marketing, cultural organisations, third sector

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