



MASARYKOVA UNIVERZITA

Local development marketing Chapter 17

Public marketing

Public marketing is the application of marketing concepts and tools to public administration.

Public marketing has evolved to a self-contained discipline merging thoughts from marketing and public sector management.

Public marketing

- Relationships to customers, employees and other stakeholders appear to become central to the success of public sector organisations.

Local development marketing

The local development as a partnership and a communication among three main participants:

- the local publics (citizens/ inhabitants, civic initiatives, politicians, journalists),
- the entrepreneurs,
- the public administration.

Local publics

The relationship between the local publics and the entrepreneurs is full of conflicts.

Both sides have very often different ideas about local development.

The local publics think about pleasant life (with such values like nature, quiet, cleannes).

Entrepreneurs

- ❑ The entrepreneurs are thinking first of all about their economic goals (like profit).

Public administration

The public administration plays the leading role.

The public administration has the task to solve these conflicts and to find a compromise solution.