

This dissertation describes the marketing analysis of adult education process. The marketing analysis or research includes the preparation before the educational institution enters the business but also the continuous process of market research. The whole process of the research includes following parts of marketing activities: research of market environment (demographic, economic, legal, natural and socio-cultural), entities (suppliers, competitors, agents, customers, public, government), analysis of market (SWOT), data gathering, setup of research processes and procedures, questioning, research application and analysis. Marketing is a core activity of modern institutions. To survive and to succeed, institutions must know their markets, attract sufficient resources, convert these resources into educational products, and effectively distribute them to various markets and publics. Professional adult education market is very special and specific and therefore it is necessary to adjust all marketing principles according to market needs. This dissertation is based on these needs and provides the solution.