

Permanent campaign represents a new way of organising political campaigns. Even though the first appearances of permanent campaign occurred in USA at the end of 60's, the first occurrences in Europe and particularly in the Czech republic were discovered not long-ago. The aim of this paper is to define the permanent campaign, classify it within the field of political marketing and describe its main attributes and appearances. The second part of the essay focuses on marketing activities of Czech political parties, precisely ČSSD and ODS. On the example of this parties, the author shows the forms of permanent campaign in the Czech republic.