Research of electronic marketing on Czech universities

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Abstract— Each university must perceive marketing as part of their business, just as it does any other company. Each potential customer in the high school student needs accurate and detailed information about the service offered product, on which he is interested. Likewise, each manufacturer of a specific product needs to know whether it is a product of his interest, as it assesses the consumers (students) how to effectively and positively affect the life cycle of a product, how to get and keep customers.

Keywords— web-marketing, design, web pages, customer, marketing, communications, feedback

I. INTRODUCTION

THIS article is a description of spatial intelligence research. The research was realized by applying technology of computer graphics and some of the alternative methods. This paper deals with the progress and results of examining the impact of teaching spatial modeling and computer graphics applied to the development of intelligence visual spatial learners. Research provides an answer to the question whether it makes sense to explore ways in which the level of spatial intelligence can be further developed through special training. Even public University is but directly depends on number students and interest study. If these schools had students hardly would receive from the state to finance its operations and development. University with have more students getting more money, big university with fewer students receive less money. It may play a role other factors. Such as total number of students in terms of their numerical proportion to the other inhabitants of the state, preferences disciplines State, the situation in individual regions (number of schools, number of students, etc.). For this post, but a closer analysis of university funding is not important, even though we recognize that it is necessary to similar analyzes in practice and at various levels to deal with. Each university must perceive marketing as part of their business, just as it does any other company. Each potential customer in the university student, need accurate and detailed information about the service offered product, on which he is interested. Likewise, each manufacturer of a specific product needs to know whether it is a product of his interest, as it assesses the consumers (students) how to effectively and positively affect the life cycle of a product, how to get and keep customers, etc. In this paper, we focus on selected aspects of the basic rules, and electronic communication, which includes research that was performed in all high schools in the Czech Republic. Electronic communication every university is carried out in particular through its website. As part of his research, we focused websites of all universities, regardless of the founder. As we mentioned above, each high school comes to getting students to study their programs and disciplines. We were interested a comparison between the state, public and private universities. Whether standard and provides important information. We must realize the importance of only students in the high school without exception. Each student with them figuratively brings money for the school as such, may be one, whether they come directly from the student, or assigns a specific government agency or institution. If we wanted to be accurate, we could look at that every student, his parents, etc. constantly contributing to the state budget through various taxes. Of these, then, very briefly, some allow relatively free study. Others in the same school system must pay their studies again. We deal with wide issues from different perspectives, such as charging for all studies and find a systemic solution that is always one of the parties does not seem right. But even that is not the purpose of this post. Every high school student on the basis of the above can be thought of as a customer of the company, which provides services in the field of teaching. To obtain the necessary information on a variety of forms of communication is called marketing.

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II. MANAGEMENT OF MARKETING COMMUNICATIONS

Each of the forms of marketing communication has its own specific rules, which are based on certain aims. Achievement of the objectives is supported by excellent knowledge of all aspects of communication and the above mentioned rules.
Selected target market segment (prospective students) intends to college through appropriate channels to transmit a message that contains in particular a description of the product, its price and distribution method, you can see below. It complies with certain, unwritten rules to optimize marketing communication. Author of the marketing communication must operate to solve particular tasks.

- Determine who is communication
- The target market or segment.-

- Establish communication objectives.-

Create a message that he wants to pass. In the beginning only a conceptual design, which can be related to the later choice of communication mix, size or budget adjusted.

- Choose the appropriate means of communication (media).
- Develop a total budget for promotion.-
- To establish a communication mix.-

Establish a system for measuring the effectiveness of advertising. Manage and coordinate the entire process of marketing communication. From the perspective of this paper is unrealistic for us to handle all the tasks. Each college is likely to have other, starting with the target market segment over the results of the SWOT analysis, marketing communications objectives, budget costs, choice of the communication mix, to the other parts. For us it only important what are common to all high schools, and what it is we can compare and evaluate. Clearly these are the common properties of the selected target market segment in terms of high school, and the use of electronic communications in the communication mix ingredients. Electronic communication is introduced in our research website. One website can be both a tool such as advertising and public relations, which are otherwise fundamentally different components of the communication mix.
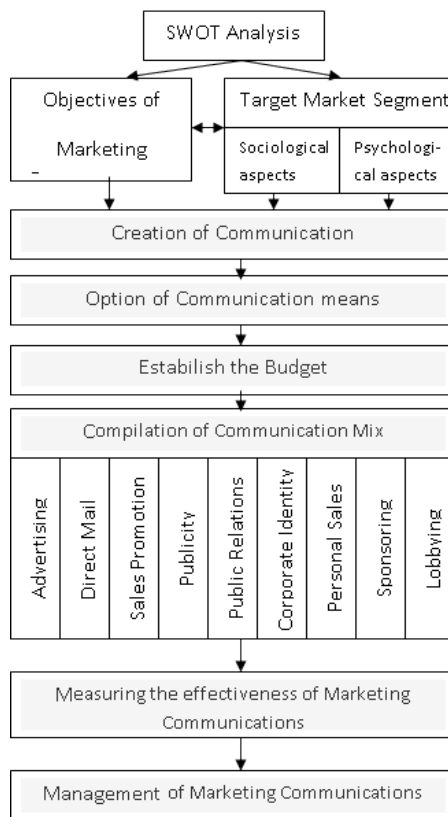

Fig.1 Creation and management of marketing communications [1]

III. COMMUNICATION MIX OF UNIVERSITY

The individual components of the communication mix, we specify how and by what means, the College will seek to attract the attention of the target market segment - Prospective students and how they will try to get him to a particular communication. However, the high school going to attempt to interest the target market segment of the field of study, activate him to purchase the product (private universities) or the collateral (the state and public universities), or may be market research, such as finding interest in the field of study, the school plans to open. As we have previously stated target market segment is made up of heterogeneous (diverse) set of human individuals. Therefore it is not possible to act on each element of the same set of resources so that the resulting reaction was the same for all people. To achieve comparable and the most consistent response of all persons of the business market, it is necessary to choose the optimal mix of resources and forms of communication that are in marketing typically defined and consists of individual components of communication. In practice, these different components in different ways and in different proportions combined - this creates the appropriate communications mix these components. Development may yet bring new components, i.e. new media and new forms of communication, or to contribute to their changes. So you can edit and refine methods of communication and interaction with the target market segment. The school is also another important "capability" communications - ensuring the promotion. We are here to run analyzes aimed in the communication mix, and analyze its efficiency. It would, however, already exceeds the possibilities of this publication, please include only a brief explanation of some components of the communication mix. Universities can choose any component communication mix:

- Advertising

Advertising in accordance with the Code of Advertising Practice issued by the RPR - Advertising Council (2009) understand "commercial communication, conducted for the payment of any business or other entity acting in its interest, the purpose of which is to provide the consumer with information about goods and services and activities of a charitable nature of the projects. The College seeks to attract new students and has therefore a suitable target market segment - prospective students through other agencies. Teaching technical resources in advertising can play an important role - show school equipment apparatus, which should be in line with the interests of potential students as a target market segment.

- Direct mail

Direct mail is a very individualized way of conducting effective communication between the sender and the recipient communication via mail or similar distribution networks. The advantage is the possibility to request confirmation of receipt by the customer, or responses to a questionnaire sent. This can not only measure the effectiveness of communication, but at the same time can perform this form of marketing research. A practical example may be addressing students - graduates a high school with graduation. Some colleges as it is with the

newsletters sent to management of secondary schools by providing for transfer of newsletters towards the students. For the components of the communication mix must be careful to respect the law on the protection of personal data, as well as harassment unwanted letters and emails. Also here, the college refer to their equipment as can be sent out in a newsletter to show the modernity and efficiency of its equipment and facilities, and their benefits for students.

- Sales promotion

Some private colleges provide certain benefits to some prospective students. An example might be a discount on tuition for students who meet certain conditions. These can be different, e.g. discount for every student you refer. Some high schools offer their students such as laptops or tablets. Due to the high numbers can certainly be sourced from suppliers agree attractive discounts incl. licensing of software. These devices of the school and can be amortized, resulting in another context. It also may be necessary to further the establishment of computer laboratories and facilities can be used in all subjects at the discretion of teachers.

- Publicity

Publicity can be defined as the free provision of information about a particular field of study or high school, especially through the mass media. Most of them goes on a one-way communication. It can be very cheap. In the field of publicity, it is important to know about each other giving, volunteering to providing information and building relationships with representatives of the mass media. An example is sending out press releases, newsletters, etc. Publicity may be based on high-end equipment of high school, which informs such as newspapers, television stations, etc.

- Public relations

Public relations activities aim is the pursuit of continuous improvement of relations between the university and the public (potential students). Public relations communication is always a two-way transmission by (modified Shannon Weaver) communication model. The public relations activities must be methodically and regularly monitored and evaluated the effects of a communication, which are given feedback and be assessed on the basis of the choice of means of communication and transmission choices of content and forms of communication. Teaching technical resources then form an important area which college can permanently present or offer it for use. An example might be sitting Czech Rectors' Conference, which will take place at a high school. On that occasion, the college also presents itself.

- Corporate identity

Presents a summary impersonation company derived from its history, philosophy, culture, strategy, management style, and employee behavior. Corporate identity system includes individual design elements, culture, communication and product, created by combining the corporate image.

IV. WEBSITE VISITORS - POTENTIAL STUDENTS

Prospective students differ from each other in a variety of topics that are obvious (e.g. gender, age, etc.), and also according to the indicators that can´t be reliably estimated first glance (e.g. psychological characteristics, physiological properties, health, etc.), and some cases might be some indicators and obscure. In terms of marketing communication is necessary for the college to know what the most accurate and reliable characterization of groups of customers, which is important to address with the product and related services to reach significance. These groups are referred to as target segments. The target market segments continue to feature differences individualities of each person, but no longer can be traced certain, precisely definable, the different types of individual segments. In the case of applicants for university studies can likely expect more than average intelligence, completed secondary education, interest in studying a particular field. With today's choice of the same field at several schools there is no need for talented students to "get" to any college. In ideal case, the study of the field, which is made about a high school graduate interested in the worst case for any other acceptable field. Marketing electronic communication colleges for individual market segments are usually based on the same foundations. Very important is also perhaps focused on individual customers. This is an advantage of every e-business, in our case, the high school website. Part of the initiative is yet disposed customers - prospective students who are using a really good two-way communication to choose a suitable product, or if a particular field of study high school. The above initiatives can be part of the high school used to the marketing survey. College when it can free and with minimum cost to get feedback from website visitors. Just realize such an inquiry on occasion, ask the visitor for his opinion. Another option provides such monitoring visits each sub, which brings even without the knowledge of the site visitor's expression of his opinion. If a high school interest may, in some cases, pre-defined manner based on communication with prospective students and create final shape of the product offered. E.g. the interest of finer specialization field of study can offer, in accordance with its accreditation, e.g. certain electives that will support the desired specialization. Mentioned, we have tried to suggest that a good website is not only "dead" means one-way communication in terms of transmission Shannon - Weaver's model. We can also assume that in the university Web site will find information most especially intellectually mature individuals, although they have different interests from different social groups, etc. Therefore, it is advantageous to make their voices used every high school in his favor, at least for obtaining inspiration and feedback of their activities.

II COMMUNICATION MIX OF UNIVERSITIES

Individual components of the communication mix we specify how and by what means, the high school will try to attract the attention of the target market segment - prospective students, and how they will try to get him to a particular communication. It may be a high school attempt to interest the target market segment for a given field of study, activate it to purchase the

product (private colleges), or for the security (state and public universities), or there may be market research, such as finding interest in the field of study, the school plans to open. As we have previously stated, the target market segment is made up of heterogeneous (diverse) set of human individuals. Therefore it is not possible to act on each element (person) from the same set of resources so that the final reaction was the same for all persons. To achieve comparable and most consistent response of all people at a given market segment, it is necessary to select the optimal combination of resources and forms of communication that are standard in marketing are defined and the individual components (areas) communication. In practice, these are the different components in different ways and in different proportions combined - thus establishing appropriate communication mix these ingredients. Development may yet bring new components, i.e. new means and new forms of communication, may contribute to their changes. So we can modify ways of communication and interaction with the target market segment. The school is also another important "ability" communication - providing promotion. We are here to go into the analysis leading to the so called communication mix, and analyze its efficiency. This would, however, already exceed the possibilities of this post we will therefore only a brief explanation of some components of the communication mix. Colleges can choose any of the ingredients communication mix.

Advertising - advertising in accordance with the Code of advertisements issued by the Advertising Standards Council of the Czech Republic mean: "commercial communication is made for the payment of any business entity or any other entity acting in its interest, the purpose of which is to provide consumers with information about goods and services as well as activities and projects charitable nature". College seeks to attract new students and has therefore the appropriate target market segment - prospective students through other entities. High school can also provide advertising itself, e.g. through its foreign or web pages. It can also provide advertising to other entities. E.g. some company pays advertising page in the booklet, which gives high school or pay for placing a banner on the website of the college.

Direct mail - Direct mail is a very individualized way of effective communication management communication between the sender and the recipient via mail or similar distribution networks. The advantage is the possibility to request confirmation of receipt by the customer, or responses to a questionnaire sent. This can not only measure the effectiveness of communication, but also can perform this form of marketing research. A practical example would be addressing students - some high school graduates with study. Some colleges such as this makes using the newsletters sent to secondary schools with leadership by assuming newsletters transfer towards students. For this component communication mix must be careful to respect the law on the protection of personal data, as well as the adverse nuisance letters and emails. College may also refer to their equipment, such as the newsletter can be sent out to show the modernity and efficiency of their equipment and their benefits for students. Some private colleges provide some benefits to some prospective students. An example might be a

discounted tuition for students who meet certain conditions. These can be different, e.g. discount for each student, which will bring. Some high schools offer their students such as laptops or tablets. Due to the high numbers can certainly be purchased from suppliers agree attractive discounts incl. licenses for software. These devices remain the property of the school and can be depreciated, which provides additional context. At the same time it may not be necessary to further the establishment of computer laboratories and equipment can be used in all subjects at the discretion of teachers. Publicity can be defined as free use of information about a particular field of study or college especially through the mass media. While it mostly one-way communication. These can be very cheap. In the field of publicity, it is important to give yourself to know the offer by providing information and building a relationship with the representatives of mass media. An example is the distribution of press releases, newsletters, etc. Publicity may be based on high-end equipment of high school, which informs such as newspapers, television stations, etc. The aim of public relations is an effort to continuously improve relations between the university and the public (potential students). Public relations communication is always a two-way transmission according to (modified Shannon Weaver's) model of communication. The public relations activities must be methodically and regularly monitored and evaluated the effects of communication as well, which are given feedback and can be assessed on the basis of the choice of means of communication and transmission choices of content and forms of communication. Teaching technical means can form an important area which college can permanently present or offer it for use. An example might be a meeting of the Czech Rectors' Conference, which will take place at a high school. On that occasion, the college also presents itself. Corporate Identity represents the aggregate impersonation company derived from its history, philosophy, culture, strategy, management style, and employee behavior. The system includes corporate identity design elements, culture, communication and product, created by combining the corporate image, see next figure.
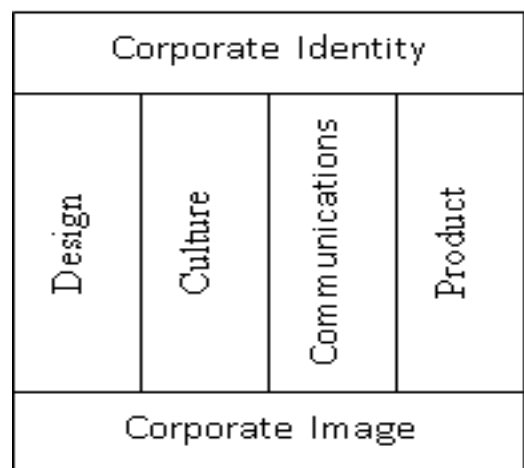

Fig. 2 The content of corporate identity [5]

Each of the elements of corporate identity plays a very important role in creating the overall impression given by the College superficially. It is important but also the internal employee engagement and sense of belonging to the company. Also, in an environment of Czech universities are known instances where corporate identity such as graphic manual steering it to absurdity. Quality teaching technical resources can become part of the corporate identity of the university, such as high-end equipment of high school focused on research tasks to college in large numbers to solve.

- Personal selling

Personal selling face-to-face negotiations with one or more prospective students for the presentation of the product - high school study programs, answering questions, and solicited orders. In an environment of schools that are usually open days. On that occasion are presented all didactic technical resources.

- Sponsoring

Each high school may be appropriate sponsored companies that have subsequently of which some benefit. Similarly, the College may sponsor study for a legal return. E.g. can sponsor celebrities with the fact that it will be referred to as my students and they will be present. This will increase public interest in the school. It is necessary that the sponsoring always conducted in a legal manner, because there is a fine line with illegal practices, such as "buying" diplomas. Taking teaching technical means may be provided by sponsors. College vice versa can sponsor talented high school students. Sponsors can organization of professional competitions, etc.

- Lobbying

Some universities are trying to alert deputies to the importance of a law, its impacts, etc. Examples are public universities and alerting the effects of the introduction of tuition fees. The word lobbying in the Czech Republic rather pejorative tinges due to negative activities that are facilitated imperfections laws and corrupt environment. And there may be a technical educational resources associated with certain efforts, such as the attempt to introduce or repeal of certain statutory provisions that concern them, trying to mediate significant professional event, where they will be used, etc.

Communication mix, which we here at one of the forms indicated may use each college. One of the means of communication in the implementation of the communications mix, you may have Web page. Therefore, in this section we state the basic and very simple approximation of the individual components of possible communication mix colleges.

III. ELECTRONIC PROMOTION OF UNIVERSITY

Promotion conducted electronically among the cheapest and easiest ways available for sale. It should be part of the mold, which is implemented by the university communications mix, e.g. advertising, publicity, corporate identity etc. [4]. Each university has its own website, which are part of its presentation to the public. The role of university Web sites can be characterized in two ways: - Voluntary disclosure - The University is interested in communicating with prospective students, or the general public. If this power to act only formally, prepares relatively wide possibilities of

communicating information to their target market segment that allows it to exist. Private universities have already mostly understand their target segment and try to at least maintain, but rather to expand.- Mandatory information - the university must publish its website certain information, which is given different legal regulations, e.g. above described procedure in creating Annual Reports. In our research, we tried to focus on providing information that probably requires a target market segment common to all schools. This information related to the marketing mix in terms of potential student. Disclosure of this information is included in the promotional activities of each university. In connection with didactic technical resources will be devoted to the presentation of statutory and voluntary disclosure [5].

Electronic communication colleges may be different ways and by different means. We were interested in communication especially in the online environment, which may transfer to use other means than the standard computer, such as some of the mobile device. But we also discussed about what other environmental services and websites offered by universities, such as telephone networks, etc. We evaluated the offer of the use of different communication channels and devices hardware or software on the website of the college. Among the software tools we queued significant, widespread programs that are not themselves part of the college website. These include Facebook, Second Life, Skype, ICQ, etc. Among affects the inverter means we have lined up other resources than classical computers or ordinary laptops. An example is a telephone, fax, connect a standard telephone with Skype, etc. As we have previously stated, communication between the university and prospective students through the website can be divided into promotion and marketing research. With some exceptions, we have considered only the existence of a service, information, etc. to assess the quality of the whole research was much more difficult and particularly time-consuming. It would be superficial if we only assessed the existence of something. Therefore, it is necessary to our research referred to in this publication to evaluate a pilot study that will lead to clarification of research and reduce its thematic scope. When specifying the monitored information we replace view prospective students their opinions, we continually refine by data found in research website. Thus, we reduce the possibility of their mistakes. If you have some information initially missed out, we returned to her always, just as we did on some websites found. Then we re-seek the same information or service again on all Web sites. So we proceeded similarly to advance the search engines in the internet environment. The only difference is that we are interested in the frequency of the information and the current statistical error, which we have committed, characterized by the standard error. In the next section, where we deal with popular information and services, we always reason for establishing the existence of information or services, the survey data, the standard error of estimate and describe the weight (reliability) of the detected result.

Promotion In our research, we understand more or less only one-way communication, the College provides a target market segment - prospective students information that it considers relevant. More properly should be that he thinks that he

considered it important to prospective students. This information is mainly related to the marketing mix from a customer perspective, see above. The promotion also serves some of the services, information, activities, etc., while websites include, but are rather passive character, respectively. Used for completion of the view target market segment. An example might be a corporate identity in this publication read in conjunction with the college. The college has a tradition, culture, design, form of communication, a specific product focus the study areas. All this in a certain way (often vague) translates into web pages. We went on the existence of such services, which somehow help website visitors in orientation. An example may be the existence of search engines specified word in the file contents of the website, or the language. Although there was no information but does not interfere with anything and yet clearly increase the utility value of the site. Therefore, we included in the indicators in the evaluation of promotion.

IV. Electronic marketing research of universities by websites

The market research and their benefits for the university we mentioned earlier in the section on the target market segment - potential students. Here we refer to research-related Web sites of all universities in the Czech Republic, which we did. The university can use their web site for free with a minimum cost to get feedback from their visitors. Just realize an inquiry and ask visitors about their opinion. You can even free, possibly using external companies cheaply, monitor attendance of all parts of your site. We wondered, therefore, how many universities routinely uses this option, and how.

V. Research hypotheses

In the Czech Republic, is used to study economic data very carefully. Each university must keep a register of students in accordance with § 88 of Act No. 111/1998 Coll. Must transmit data in a database form the authority delegated to the Ministry of Education recording and processing of various statistical reports for the needs of the Ministry of Education and the State. Other monitored data is tied to the accounts, the Accounting Act and applicable regulations Ministry of Education (MŠMT). Annual Reports of higher education consists of a perfect overview of the number of students and the total cost to them. It also contains summaries of school staff, structure and wages. They must be disclosed on the website of the universities. Marketing is a matter for each university. There are differences between national, public and private universities, which are clearly reflected in particular in marketing activities. Based on this research is built on hypotheses website from a marketing perspective. We were interested in communication especially in the Internet environment, which can transfer to use other means than a standard computer, e.g. some mobile devices [6]. But we also discussed about what other environmental services and websites offered by the University, such as telephone networks, etc. We evaluated the offer of the use of various forms of communication and means of software or hardware on the website of the college. Among the software tools we have lined up significant, widespread programs that are not a

part of the college website. These include Facebook, Second Life, Skype, ICQ, etc. Among affects the inverter means we have lined up other resources than classical computers and normal laptops. An example is a telephone, fax, Skype connect with ordinary telephone etc.- Web pages - As we have previously stated, communication between the university and prospective students via the website can be divided into promotion and marketing research. With some exceptions, we have considered only the existence of a service, information, etc. To evaluate the quality of the whole research was much more difficult and especially time consuming. It would be superficial and we evaluated only the existence of something. Therefore, it is necessary to our research referred to in this publication evaluated as a pilot study that will lead to the specification of research and reduce its thematic range. When specifying the monitored information we replaced prospective students view of their opinions, we continually refine according to information found during research website. Thus, we reduce the possibility of your mistakes. If we missed some information initially, we returned to her at all times, just as we did on some websites found. Then we re-searched the same information or service again on all Web sites. So we proceeded similarly to advance the search engines in the Internet environment [7]. The only difference is that we are interested in the frequency of the information and at the same statistical error that we made, characterized by the standard error of the estimate. In the next section, where she sought information and services, always state reasons determining the existence of information or services, the survey data, the standard error of estimate and describe the weight (reliability) of the detected result. - Promotion via website - Promotion in our research, we understand more or less only one-way communication, the University provides a target market segment - prospective students information that it considers relevant. More properly should be, he thinks that he considered it important to prospective students. This information, especially related to the marketing mix from a customer perspective, see above. To promote they use some services, information, activities, etc., which, while websites include, but are rather passive character, respectively. We used to view the target completion segment. An example might be a corporate identity, in this publication read in conjunction with the college [8]. The University has a tradition, culture, design, form of communication, a specific product focus given fields of study. All this in a certain way (often faint) translates into web pages. We went on the existence of such services, which somehow helps website visitors in orientation. An example might be the existence of search engines entered word in the file contents of the website, or language mutations. While not contain any information, but does not interfere with anything and yet clearly increase the utility value of the website. Therefore, we included in the indicators for evaluation of promotion.

VI. Own Research

In the Czech Republic are monitored economic data very carefully. Each college shall maintain a register of students in accordance with § 88 of Act No. 111/1998 coll. Must transmit

the data in a database as a body, responsible for the Ministry of Education for their recording and processing of various statistical reports for the needs of the Ministry of Education and the State. Other monitoring data related to accounting, law and applicable regulations, etc. Ministry Annual Reports universities include complete overview of the number of students and the total cost to them. It also contains summaries of school staff, structure and wages. They must be disclosed on the website universities. Marketing is a matter for each university. There are differences between national, public and private universities, which is clearly reflected in particular in marketing activities. Based on the set hypotheses for research website from a marketing perspective. Research we conducted a long-term analysis of web sites of all universities in the Czech Republic. To ensure objectivity, we are certain exceptions judged that there was a service, information, etc. To evaluate the quality of the whole research was much more difficult and especially time consuming. It would be superficial we evaluated only the existence of something [9]. Therefore, our research should be referred to in this paper as an example to evaluate the pilot study, which will lead research to refine and reduce its thematic range. When specifying the monitored information we replaced prospective students view of their opinions, we continually refine according to information found during research website. Thus, we reduce the possibility of your mistakes. If we missed some information initially, we returned to her at all times, just as we did on some websites found [10], [11]. Then we re-searched the same information or service again on all Web sites. So we proceeded similarly to advance the search engines in the Internet environment. The only difference is that we are interested in the frequency of the information and at the same statistical error that we made, characterized by the standard error of the estimate. Selected actual results are presented in the following tables and graphs.

Table I: Selected indicators of communication

| Criteria | Intention | Total | | Standard Error |
		Exists	Absent	
Cell phone	Telephone number	17,8 %	82,2 %	4,5 %
	Free SMS	0 %	100 %	0,0 %
Fiwed line	Telefphone number	95,9 %	4,1 %	2,3 %
	Free line	6,8 %	93,2 %	3,0 %
	Fax	56,2 %	43,8 %	5,8 %
Skype	Telephone number	87,7 %	12,3 %	3,8 %
	Free of charge	17,4 %	83,6 %	4,3 %
Social network	Facebook	61,6 %	38,4 %	5,7 %
	Others	20,5 %	79,5 %	4,7 %
E-mail	E-mail adress	95,9 %	4,1 %	2,3 %
	Necessary to control	84,9 %	15,1 %	4,2 %

Table II: Selected indicators of marketing

| Criteria | Intention | Total | | Standard Error |
		Exists	Absent	
Counter of visitors	Main pages	5,5 %	94,5 %	2,7 %
	Subpages	1,4 %	98,6 %	1,4 %
Guest book	Guest book on web pages	16,4 %	83,6 %	4,3 %

| Chat	Chat on web pages	2,7 %	97,3 %	1,9 %
Questionnaire Survey	On the websites	2,7 %	97,3 %	1,9 %
	Link to other Websites	2,7 %	97,3 %	1,9 %
Search	Search engine for the sites	82,2 %	17,8 %	4,5 %
Annual report	Exists on this website	82,2 %	17,8 %	4,5 %
Elektronic application form	Exist on this website	97,8 %	2,2 %	3,2 %
Offer of Accommoda-tion	Exist on this website	69,9 %	30,1 %	5,4 %
Offer of catering services	Exist on this website	50,7 %	49,3 %	5,9 %
Languages	Czech	97,3 %	2,7 %	1,9 %
	English	84,9 %	15,1 %	4,2 %
	Russian	21,9 %	78,1 %	4,8 %
	Other	15,1 %	84,9 %	4,2 %
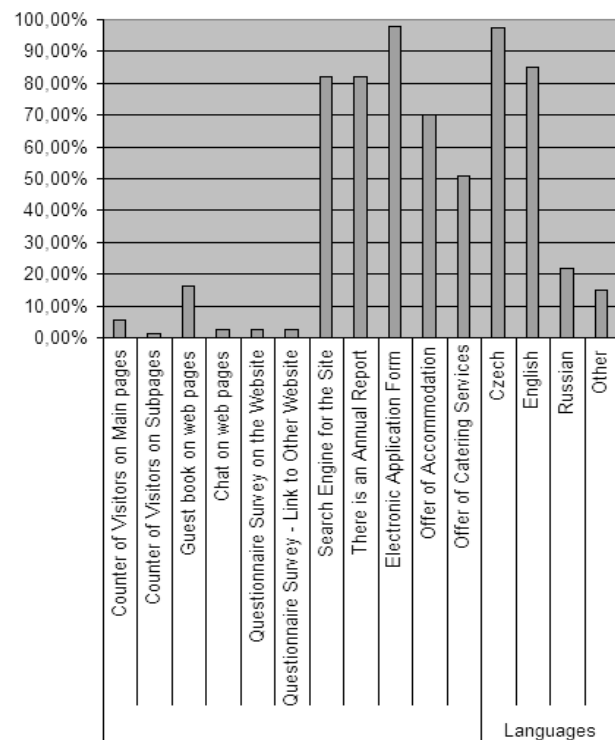
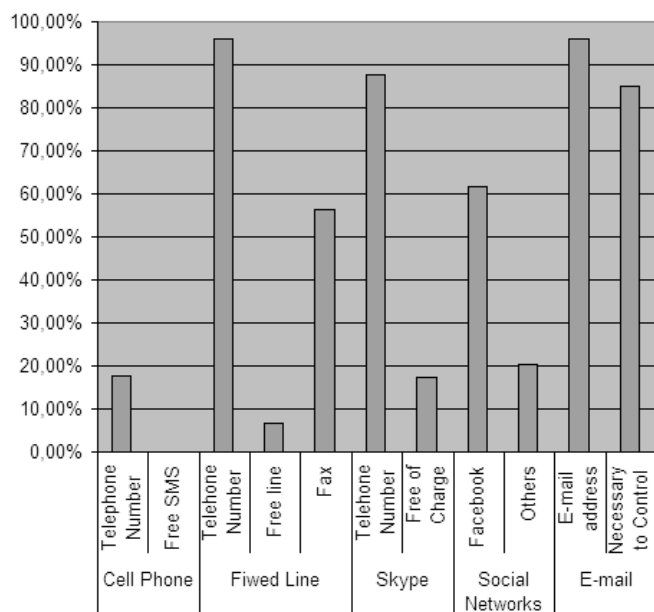Fig. 3 Frequency of selected indicators of marketing

Fig. 4 Frequency of communication selected indicators

VII. CONCLUSION

In our long-term research (two years), we worked with information from the web sites of all universities schools in the Czech Republic, which are presented as follows (research, tables, figures). From the obtained data, it can be concluded that high schools do not use even basic marketing possibilities in the electronic environment. And despite the fact that they are on certain marketing activities dependent and these tools are often the subject of their teaching and research. From the research we conducted with low error (Standard Error) found that universities do not fully cheap advertising options, see Table 1 Even high number (17.8%) of universities or fails to comply with applicable law by not its Annual Reports.

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