

## **SPECIFIC FEATURES OF APPLICATION OF MARKETING IN NON-PROFIT ORGANIZATIONS**

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**Abstract:** *Non-profit organizations have great significance for every society and it has become evident that they need a good marketing strategy in order to achieve their socially significant goals more successfully. In principle, the marketing strategies of profit and non-profit organizations do not differ, but their different goals, target groups and activities they carry out lead to a difference in the application of basic marketing tools. Therefore, the aim of this paper is to point out the specific features of the application of the marketing concept in non-profit organizations.*

**Keywords:** *marketing strategy, non-profit organizations, marketing tools*

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