

## MA Thesis Supervisor's Review

To	<b>Zdeňka Pospíchalová</b>
Title	<b>Green Marketing vs. Greenwashing</b>
Programme/Form	<b>Media Communications, full-time</b>
Academic Year	<b>2012/2013</b>
Full Name of Reviewer	<b>Ing. Mgr. Radim Bačuvčík, Ph.D.</b>

Rated parameter	Weight	Rating
1 Topicality and extent	40	<b>a</b>
2 Choice of goals and methods	30	<b>a</b>
3 Quality of theoretical part	50	<b>a</b>
4 Quality of analytical part	50	<b>a</b>
5 Quality of project part	50	
6 Meeting of goals	60	<b>a</b>
7 Structure and logic of text	40	<b>a</b>
8 Quality of sources and work with sources	30	<b>a</b>
9 Innovativity, creativity and usability of proposed solution	20	
10 Linguistic and formal qualities	20	<b>a</b>
<b>Proposed rating based on weighted average</b>		<b>1,00</b>
		<b>A</b>

### Comments and rating:

The MA thesis contains several analyzes that show in what areas the marketing and communication activities of companies which can be considered as green marketing or greenwashing may coincide or differ. The analyses are handled very carefully on the basis of the exact setting of the methodology. A relatively new topic that has not been thoroughly investigated can be appreciated too. The processing of this thesis can be described as exemplary.

### Defense questions:

Can the analyses be evaluated as subjective or objective? What could be done for increasing of the objectivity of the analyses?

Zlín, April 22<sup>nd</sup>, 2013

**Reviewer's signature: RB, o.h.**