

## MA Thesis Opponent'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. Lenka Harantová</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>B</b>
5 Quality of project part	50	<b>A</b>
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	<b>A</b>
10 Linguistic and formal qualities	20	<b>A</b>
<b>Proposed rating based on weighted average</b>	<b>1,08</b>	<b>A</b>

### Comments and rating:

The Master thesis has its logical structure. The amount of information sources is more than sufficient. According to Master thesis assignment, there should be hypotheses followed by relationship between dependent and independent groups instead of research questions, but research questions are more likely to be processed. Conducted analysis is well processed, but it is mostly focused on foreign countries and products. The biggest contribution is in the final chapter, which show the similarities and differences between greenwashing and green marketing.

### Defense questions:

Do you think that czech companies are using greenwashing?

What is the biggest difference between czech companies and sample of your research?

What is the biggest contribution of your thesis?

Zlín, 10.05.2013

Reviewer`s signature: