

Abstract

The Bachelor's thesis entitled Green Marketing in DM drogeriemarkt company deals with the analysis of a new marketing approach/attitude also known as an environmental or green marketing, which has become very popular.

The two preliminary chapters of my bachelor thesis are devoted to theoretical explanations, terms and definitions on the basis we can more develop it to a deeper description of marketing terms. The following part introduces a green marketing itself from its definition through history to its uncertain future. The main part of my bachelor thesis is the analytical part concerned on marketing mix of bioproducts sold in the surveyed company in a combination with the organic products on the Czech market. The analysis contains a bioproduct analysis in terms of visual appearance, but also their composition, environmental indication, pricing policy and also company's marketing communication.