Abstract

This thesis analyses the use of green marketing in the Czech market. Green marketing is once and again a globally discussed topic. The practice is spreading into business strategy and business communication, where it is commonly used as a competitive advantage or as a tool to lower costs. After definitions of related terms of green marketing and green consumer, the thesis offers an overview of the basic principles of marketing and marketing communication. These serve as a theoretical framework for the next part. Further, it presents various strategic tools and techniques of green marketing, used by companies from all around the world. The practical part is dedicated to the analysis of business communication in the Czech Republic, focusing on model examples of green marketing communication. Possible opportunities for the use of green marketing strategies in the Czech market are discussed in the final conclusions.