

Abstract

The objective of this thesis is to uncover the basics of the contribution of Frankfurt School to critical marketing scholarship. Three questions were set down to meet this objective: Do the critical marketing scholars refer to the work of Frankfurt School? How do they view their theory, do they take it as a basis for their work or do they contest it instead? And are they exploring similar topics? The method of this thesis is a literature review, employed not only as a mere data gathering tool detecting articles that have elaborated Frankfurt School's ideas, but also applied to provide the reader with meaning-making, analysing understanding, interpretation and comparison. Therefore, a convenience sampling was used. While the descriptive part concerns Frankfurt School and presents selected writings, the analytical part juxtaposes these ideas with articles of critical marketing scholars. The analytical portion was sorted into following thematic areas, based on keywords derived from Tadajewski (2010): adopting critical view, materialism, consumer culture, consumer sovereignty, hegemonic role of the market and research assumptions. Clear analogies between approaches, topics and overall ethos have been detected between both disciplines and are emphasised throughout the paper.