

Abstract

The thesis focuses on social responsible activities of Tesco Stores Czech Republic in 2009 – 2010, puts them into context of marketing communication and analyses them, using three basic pillars of CSR – economic, social and environmental. First the concept of CSR and its establishment is described along with the parts it includes and the instruments it provides for a corporation – also from the standpoint of marketing. The key terms needed for following description of activities are defined and the thesis doesn't avoid the topic of critics of CSR. In the next part, Tesco Stores Czech Republic is introduced to be the subject of a case study. Only years 2009 and 2010 were selected for this purpose, nevertheless, this period is rich for a wide range of CSR activities. Described activities will be separately evaluated using the three pillars of CSR and will be a subject of a critique. External communication of topics of corporate social responsibility is analyzed separately. The final chapter summarizes conclusions from previous analyses, evaluates them in the context of actual state of affairs, trends in the field of CSR and also the market on which Tesco acts.