SUPERVISOR’S ASSESSMENT OF DIPLOMA THESIS

I. Author: Kudube Mary Molete
Title: Contemporary Green Marketing Strategies

II. Objective of the thesis and its fulfilment
The submitted diploma thesis fulfils the goals stated in the official assignment. The aim was to analyse perception of South African Generation Y students towards McDonald’s green marketing initiatives and the author reached her aim in accordance to the diploma thesis standards and requirements.

III. Content processing and approach to diploma work conception
Ms. Molete showed the high level of maturity and commitment in the development and constructing of the present work. She was willing to accept advice but also to give her own opinion and develop a thought that she has initially had. The research idea is interesting and it is a rather novel topic in marketing research. The failure or the success of green marketing initiatives can serve as great examples for the companies that are moving in the same direction.

The green marketing topic was researched in logical order, starting from theoretical interpretations of the terms and concepts, followed by the practical implication of the chosen methods and finally the interpretation of the results. What I highly value is that the author decided to use the qualitative research in order to answer her research question. Considering the geographical distance from the research field, the author made a brave decision to engage in this process and obtain as much information as possible in order to have enough material for the analysis. In the end, Ms. Molete connected the practical part with theoretical concepts to withdraw conclusions.

The potential weak spot of the work is the aforementioned distance. The interviews were conducted over the telephone and perhaps some information was missed. Respondents might want to finish the conversation fast and the author could not control or obtain whether they were fully focused and committed to the interview (due to the lack of eye contact and face-to-face communication) or were doing some other tasks simultaneously. However, I do believe that Ms. Molete coped with this disadvantage in the right manner.
IV. Formal particulars of the diploma thesis and layout
There are some imperfections in formatting, but they do not undervalue the thesis content significantly. Readability of the thesis and the flow is a little bit disrupted by having the text on every second page.
The references in the text appear to be fine, but the format of the reference list should have been altered as follows:
- There should be space between every source;
- The caps lock should have been avoided;
- The format for the same type of the source should have been unified (e.g. at some places the author put the article title in *Italic*, while at others not - such examples are the 3rd and 4th reference on the list at pg. 63);
- Wikipedia is not a relevant academic source and it should be avoided (pg. 66);

V. Comments about the thesis
Apart from the comments stated in the previous sections, I have no additional polemics regarding the present thesis.

VI. Questions recommended to detailed explanation during defence
1. In the thematic content analysis, how did you decided on the themes presented in the Figure 8? Please explain it briefly.
2. In your opinion, is there a way that the perception of green marketing initiatives changes among South African youth?

VII. Conclusion
The submitted master thesis “Contemporary Green Marketing Strategies” meets (under above mentioned limitations) both content and formal requirements for a master thesis. As a supervisor, I am not aware of any plagiarism committed by the author. Taking into consideration the commitment and the approach that the author has taken, and giving her the chance to further defend her work in front of the esteemed committee, I propose the thesis to be graded with A.

Ing. Anida Krajina

In Brno, on 17th Jan 2018