

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Strategic Marketing of Telecom Leaders in the World

Author of the Master's Thesis:

Bc. Michal Müller

Goals of the Master's Thesis:

Analysis of key trends in strategic marketing, including analysis and forecasts of the international telecommunications market.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	7
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	6
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and formal requirements, extent	10
9. Originality, i.e. it is produced by the student	7
10. Practical/theoretical relevance/applicability	7
Total score in points (max 100)	80
Final grading	Very good (2)

Overall evaluation, additional questions or comments:

Thesis is focused on strategic marketing of telecommunication companies. Broad theoretical part is written precisely; it is easy to follow and has a logical flow. On the other hand it brings only basic overview of general strategic marketing theory. Practical part deals with analysis of the world telecommunication market and forecast of future development. Thesis is focused strongly on marketing communication and social media. Compared to theoretical part it is too narrow focus. Other marketing tools could be considered as well. Own market research is a valuable part of this thesis. Student could devote more attention to it. From quite extensive questionnaire only selected findings are reported. The analysis itself could be done more precisely (e.g. crosstabs). The research is introduced insufficiently (e.g., the size of the sample is missing). Demands on diploma thesis are fulfilled and I recommend it for defence. 1) What are the key competitive factors on telecommunication market? 2) Facebook is banned website in China. Why the missing presence of China Mobile Communications on Facebook is criticised? Discuss the relevance of Graph 21.

The name of the opponent:

Ing. Václav Stříteský, Ph.D.

The employer of the opponent:

University of Economics, Prague

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

21 August 2010

Signature of the opponent