

Posudek vedoucího diplomové práce

Název diplomové práce:

How Can Co-creation Change the FMCG Marketing

Autor diplomové práce:

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Cíl diplomové práce:

The main research question of this thesis is to analyze how co-creation should be used in international marketing of FMCG companies. In order to answer my research question appropriately, I set down three objectives. The first of them is a deep analysis of current trends in marketing with focus on digitalization and especially co-creation. The second one is the creation of a guide explaining how co-creation should be applied to international marketing. The final objective would be to show the

HODNOCENÍ DIPLOMOVÉ PRÁCE	
Kritéria hodnocení (každé max 10 bodů)	Přidělené body
1. Vymezení cíle a jeho naplnění	10
2. Adekvátnost použitých metod, způsob jejich použití	10
3. Náročnost tématu na získávání dalších znalostí či dovedností	10
4. Hloubka a správnost provedené analýzy (ve vztahu k cílům)	9
5. Práce s informačními zdroji a jejich citace	10
6. Logická stavba a členění práce	10
7. Jazyková a terminologická úroveň	10
8. Formální úprava a náležitosti práce, rozsah	10
9. Vlastní přínos k řešení problematice	10
10. Využitelnost výsledků práce v praxi/teorii	10
Celkové bodové hodnocení (max 100 bodů)	99
Výsledná známka	výborně (1)

Celkové zhodnocení práce a otázky k obhajobě:

Selected topic "co-creation in FMCG marketing" is very new and dynamically developing area of marketing communication, where companies try to leverage social media to attract young and modern consumers in a new and for them relevant way. In the first part is well elaborated place of social media in current marketing strategies of FMCG companies, defined term of FMCG company and explained process of co-creation. In the second part application on a case study of cosmetic brand FA is applied. I have highly appreciated primary research conducted by the author, which showed to which extend the co-creation project of FA is relevant to the final consumer and recommendation formulated based on the research.

Questions and topic to discussion:

used across all FMCG categories? Why do you think so.

1. Can co-creation be

2. Co-creator can be in theory

"anybody from anywhere in the world" interested in the project. In reality they most often recruit from similar "circles" as members of creative teams of advertising agencies: "For these reasons, co-creators are often art students, employees of marketing agencies or just Internet publishers, who are normally producing their own videos for their blog, Internet TV channel or YouTube podcast" - page 45. Don't you consider this as a limitation? Does it bring the creative ideas any closer to

Jméno vedoucího diplomové práce:

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Pracoviště vedoucího diplomové práce:

KMO, F2, VŠE