



Assessment of the Master Thesis – Supervisor

Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2014/2015

Master Thesis Topic: Content marketing strategy in business

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Ac. Consultate's Name: Ing. Václav Strítěský, Ph.D.

Opponent's Name: Doc. Ing. Miroslav Karlíček, Ph.D.

	Criterion	Mark (1-4)
1	Overall objective achievement	1
2	Logical structure	1
3	Using of literature, citations	1
4	Adequacy of methods used	2
5	Depth of analysis	2
6	Self-reliance of author	1
7	Formal requirements: text, graphs, tables	1
8	Language and stylistics	1

Comments and Questions:

This master thesis is focused on a very actual topic from the field of online marketing. It explores the use of content marketing in the sport industry, specifically in the case of Adidas. The author defined following objectives:

- To define the elements of content marketing strategy;
- To analyze the existing content marketing strategy of the case brand;
- To build buyer persona profile for the case brand's target segment;
- To develop recommendations for improvement of the case brand's content marketing strategy.

The objectives were achieved thorough adequate methods of research.

The thesis is well-grounded in literature review. The theoretical part of this thesis offers a solid background for subsequent analyses. Despite some limitations of the analyses (sampling, depth of analyses...) a number of practical and useful recommendations were suggested.

Questions:

- 1) Does the frequency of doing sports influence other aspects of behavior explored in the questionnaire? Use crosstabs.
- 2) Have the main competitors of Adidas adopted the "hygiene, hub and hero" content strategy? If yes, show examples.

Conclusion: Master Thesis **is recommended for the defense**

Suggested Grade: excellent (1)

Prague, 22. 8. 2015

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Supervisor