



## Assessment of the Master Thesis – Opponent

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

Author's Name: Karina Mysina

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

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

	Criterion	Mark (1-4)
1	Overall objective achievement	2
2	Logical structure	1
3	Using of literature, citations	1
4	Adequacy of methods used	3
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:

The author presents a practically oriented thesis. Its objectives are (among others) defining the elements of content marketing, analyzing the content marketing strategy of the case brand and developing recommendations for improvement of this strategy. The thesis is well-written. I also appreciate that it is grounded in theory. On the other hand, the research part has some limits (e.g. the focus of the studies with respect to the goals, methodological issues etc.). In spite of these issues, the thesis is inspiring, carefully prepared and usable in practice. The question for the defense: What is in your opinion the relationship between content marketing and media relations (PR)? Can you mention the main similarities and differences?

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

**Suggested Grade:** 1

Prague,

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Opponent