

# Assessment of Bachelor Thesis – Opponent



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2016/2017**

Bachelor Thesis Topic: **Commercial communication of RED BULL on the Czech market**

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Opponent: **Ing. Alexandr Asmalovskij**

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

## Comments and Questions:

The particular objective of the thesis is not clearly defined in the beginning which makes the structure and logic unclear, yet the research question is mentioned in the last part of the thesis. The theoretical part is well described using appropriate sources and literature, although some citations are incomplete. As only a single simple question is raised in the thesis without hypotheses, the scientific outcome of the research is rather low but sufficient for bachelor-level work. Methodology of the research and its adequacy is missing. The thesis shows a good descriptive overview of Red Bull's strategy but does not give any critical view other than the authors subjective opinion without background or comparison. Competition is described well. Depth of analysis is rather low and recommendations are not based on supported facts. Therefore I would recommend the author to conduct a more thorough comparison of the company strategy and its real perception by the consumers comparing it to other brands on the market.

Due to the aforementioned, the following questions arise:

- 1) What factors motivate consumers to use Red Bull and not competitive products? Are they in line with the company strategy?
- 2) What financial means does Red Bull invest into marketing and advertising compared to its competitors? Are those used efficiently in your opinion?

**Conclusion: The Bachelor Thesis is recommended for the defence.**

Suggested Grade: **2**

Date: 16/05/2017

**Ing. Alexandr Asmalovskij**  
Opponent