

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2016/2017**

Bachelor Thesis Topic: **Marketing Communication of Mc Donald's**

Author's name: **Amina Baiduanova**

Ac. Consultant's Name: **Ing. Jaroslav Halík, MBA, Ph.D.**

Opponent: **doc. Ing. Ludmila Štěrbová, CSc.**

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

Comments and Questions:

The thesis aims the marketing communications of a large fast food corporation. The author determines the marketing mix of McDonald's and the current market position of this company. First chapters bring a theoretical overview of marketing communication theory, the following chapters apply it on practical example. The author points out the difference in the view of the company, and the view of consumers in different world markets. This thesis provides information on the challenges faced by the company in recent years, as well as its ability to overcome these difficulties. At the end, some recommendations for the further development and successful operation of the company are presented. Question: 1) Major differences between fast food marketing communication in the Czech Republic and Russian Federation. 2) National responsiveness in communication of fast food products. Give examples.

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 18/05/2017

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