

***Master's Thesis Evaluation by the Supervisor***

***Title of the Master's Thesis:***

Communication strategy for the miTeam platform with focus on the Czech sport market

***Author of the Master's Thesis:***

Bc. Marek Vogl

***Goals of the Master's Thesis:***

to propose a communication strategy for adidas miTeam platform for the Czech market

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
<b>Total score in points (max 100)</b>	<b>95</b>
<b>Final grading</b>	<b>Excellent (1)</b>

***Overall evaluation, additional questions or comments:***

The thesis deals with a practical/ business oriented topic which I appreciate. In the "theoretical" part the author introduced all concepts and relevant theories which were later on applied on the selected case of adidas miTeam platform. In this part author showed good understanding of those relevant theories and was able to use them for a real- life business case. He also conducted quite extensive primary research which helped him to better understand the market and needs and expectations of the target audience. Based on those findings he was able to suggest a realistic communication strategy. All in all I can state that the thesis is of high quality a meets requirement set for diploma thesis for CEMS students. For the final defence I suggest following questions: 1. Which of the main competitors on the Czech market is the most important one? In terms of communication activities, which communication activities of the competitor do you find inspiring for adidas? Why? How could this inspiration be used by adidas?

***The name of the supervisor:***

Ing. Petr Král, Ph.D.

***The employer of the supervisor:***

University of Economics, Prague, Department of International Business