University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Opponent

Title of the Master´s Thesis:

Communicatoin Strategy for miTeam platform with focus on the Czech sport market

Author of the Master´s Thesis:

Bc. Marek Vogl

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	10
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	9
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	10
Total score in points (max 100)	**96**
Final grading	*výborně (1)*

Overall evaluation (cca 200 words):

The thesis provides very comprehensive overview of miTeam platform, as well as deep analysis of current situation, customers and competition. The author follows logical structure and demonstrates thorough research of the subject using literature, internal resources as well as personal research. The proposed communication strategy for adidas miTeam platform can definitely be a good quality source input for future development of miTeam platform in the Czech Republic.

Question/s from the opponent:

How could you incorporate Instagram into proposed communication strategy? How is miTeam platform communicated in other countries/globally and what learnings can be derived from that?

The name of the opponent:

Ing. Petra Hájková, MIM

The employer of the opponent:

adidas ČR, s.r.o.

I honestly declare that I am not in any allied relatioship with the author of this Master´s Thesis.

29 August 2017

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Signature of the opponent