

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2016/2017**

Master Thesis Topic: **Communication Strategy of a Selected Company in A-Class Event Market**

Author's name: **Ekaterina Sikorenko**

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	1
3.	Using of literature, citations	1
4.	Adequacy of methods used	2
5.	Depth of analysis	2
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	2

Comments and Questions:

The master thesis is focused on the communication strategy of a B2B A-Class Event Company in the European market. The author presents a believe that ensuring the competitiveness of an enterprise is possible only if there is an effective communication policy tied to the overall strategy of the enterprise. This idea has been demonstrated on a selected company which went through the entire process of defining the clear goals and objectives, segmenting the audience, identifying the levels of awareness and customer loyalty. The paper proves that the creation of a successful image of an enterprise requires beside the traditional advertising also the closest possible communication with target customers and the company's stakeholders. The author provides a reader with many practical and professional findings and recommendations in the end of the thesis. My overall assessment is positive. The author proved her ability to apply theoretical knowledge in practice, and to bring own views and opinions about the subject. From the technical point of view the work meets all University of Economics in Prague requirements, and therefore I recommend it for a defense. Questions: 1) The cross-cultural differences and their influence on a communication strategy. Give examples. 2) To what extend your findings about "European" communication strategy of a B2B A-Class Event Company are applicable in the American and/or Asian environment?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 11/07/2017

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