

# Assessment of Master Thesis – Opponent



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

## Comments and Questions:

The MT focuses on the communication policy and plan of a selected company, which activity remains in B2B services – events organization. The MT covers a theoretical and practical analysis and development of recommendations for improving the management of communicative strategy. The author applies respective theory, describes the event industry and the selected company, analyses communication strategy and communication plan of it with an aim to provide suggestions and recommendations for improving the marketing communication strategy and communication mix. The author proves ability to work with relevant sources and apply theory in practice, and to take relevant conclusions from the analysis. The MT fulfills all the requirements imposed on this type of academic paper.

Questions for defence:

1. Consider the importance of advertising in B2B communication strategy of the event organizing company. Give concrete examples of media used and recommended.
2. Consider differences of media recommended for advertising and for PR and provide examples of possible impacts on customers.

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

Suggested Grade: **1**

Date: 19/08/2017

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