

Posudek vedoucího diplomové práce

Studijní program: **Mezinárodní ekonomické vztahy**

Studijní obor: **Mezinárodní obchod**

Akademický rok: **2017/2018**

Název práce: **Analysis of communication strategy of Park Lane International School**

Řešitel: **Bc. Olga Čurpeková**

Vedoucí práce: **Ing. Květa Olšanová, Ph.D.**

	Hlediska	Stupeň hodnocení
1.	Stupeň splnění cíle práce	1
2.	Logická stavba práce	1
3.	Práce s literaturou, citace	1
4.	Adekvátnost použitých metod	2
5.	Hloubka analýzy ve vztahu k tématu	2
6.	Vlastní přístup k řešení	2
7.	Formální úprava práce	1
8.	Jazyková a stylistická úprava práce	1

Konkrétní připomínky a dotazy k práci:

The objective of the thesis is determination of communication strategy for the Park Lane International School in Prague. The author firstly explores literature in order to frame specifics of marketing of educational services, including analyses of the external environment, S-T-P framework, marketing mix in education, steps in development of the communication strategy and communication mix. The theoretical framework is based on high quality sources that are appropriately combined.

Before application of the above tools to the Park Lane the author defines broader frame of reference in terms of the institutions in educational market in Prague. Current marketing mix with focus on communication strategy is presented in chapter seven, including comparison with selected competitive institutions. Consequently, qualitative research amongst representative of both current and prospective parents was conducted to understand their communication needs and preferences. Conclusions and recommendation are drawn in chapter eight with specific attention to strong and weak points of the school's current communication strategy and mix. Consequently, author's conclusions regarding improvements in the strategy is given based on previously presented theoretical background, secondary sources from both internal/external environment analyses and from the primary sources in the form of own qualitative research. Author's proposal is focusing on current and new communication channels as well as on the improved content.

From the formal perspective the transcripts of the interviews as well as the interviews' moderating guide design is missing in the attachment. The thesis is logically structured and in my opinion the objectives are achieved despite the fact that the author focuses on the channels and content rather than the strategy – this issue is addressed in the question below and will be discussed during the thesis defense. I find the conclusions relevant and inspiring for the school(s) management.

Questions:

Based on your knowledge of the market, specifics of the communication content, target group and it's needs, would you please briefly define the main elements of communication plan (as per pg. 22 of your theoretical background) with special attention to communication objectives and timing of the proposed activities?

Závěr: Diplomovou práci doporučuji k obhajobě.

Navrhovaná výsledná klasifikace práce: **1**

Datum: 30. 4. 2018

Ing. Květa Olšanová, Ph.D.
vedoucí práce