

Assessment of the Master Thesis – Opponent



Master Thesis Topic: **Analysis of Communication Strategy of Park Lane**

International School

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Opponent's Name: **Mgr. Ondřej Lepka**

	Criterion	Mark (1-4)
1	Overall objective achievement	1
2	Logical structure	1
3	Using of literature, citations	1
4	Adequacy of methods used	1
5	Depth of analysis	2
6	Self-reliance of author	2
7	Formal requirements: text, graphs, tables	1
8	Language and stylistics	1

Comments and Questions:

The thesis contain objective defined correctly and results are applicable for other international schools.

The communication strategy can be also useful for other (non-international) private schools. The thesis clearly define importance of communication with parents and to understand their needs and preferences.

Author focused more on the channels and content rather than the strategy.

The conclusion is relevant and can be possibly inspiring for the school management.

Questions:

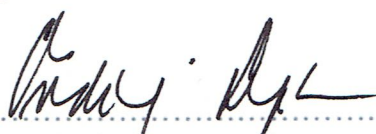
Can you please define, according to your thesis and your experience, what is the most important "key" how to be successful on international educational market in Prague?

Can you please briefly recommend a few important steps in dealing with strategy for a new private school which combine both - the Czech curriculum and parts of the International curriculum. Please define if there are any differences between strategies for those schools.

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 1

Prague, 7. 5. 2018


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Mgr. Ondřej Lepka
Opponent