

Posudek vedoucího diplomové práce

Studijní program: **Mezinárodní ekonomické vztahy**

Studijní obor: **Mezinárodní politika a diplomacie**

Akademický rok: **2018/2019**

Název práce: **Digitální Marketing na B2B Trzích Stavebních Zařízení: Doosan Infracore Europe**

Řešitel: **Bc. Yana Prymak**

Vedoucí práce: **Ing. Markéta Lhotáková, Ph.D.**

Oponent: **Ing. Beka Nemstsveridze**

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

Konkrétní připomínky a dotazy k práci:

Author has selected very interesting and up-to-date topic – digital marketing in B-to-B sector. Objectives – to analyze and improve digital marketing strategy of the company Doosan Infracore Europe – was set clearly. In the first two chapters author has analyzed theoretical concepts of B-to-B marketing and digital marketing communication based on relevant literary sources. Although the company is active in very specific field of construction machinery, author has analyzed and clearly presented summary of the market situation and main trends on the market. In the chapters 4 and 5 author introduced the company, its structure and its current digital communication. I missed a bit competitive analyses especially with focus on digital marketing. Based on all the secondary data, author has conducted primary research focusing on customer expectations and needs with respect to digital communication of Doosan Infracore. She has well explained the methodology as well as analyzed the results. Based on all collected information (from both literature, secondary as well as primary research) author has suggested clear action to improve digital communication towards customers of Doosan Infracore company. Author has demonstrated very good work with literary source, cited them correctly and made use of them throughout the theses. In the text can be found minor language and formal mistakes (missing numbering of pages, chapter heading on the bottom of the page, as for example)

Questions for the defense 1. Could you please identify main competitors of Doosan Infracore and analyze their digital marketing / communication. 2. Your research indicated, that customers would be interested in videos as a part of digital communication. What videos would be effective and how would you incorporate them into your strategy? 3. One of the main trends in the industry you mentioned is “higher demand for customized /specialized machines for specific applications

Závěr: Diplomovou práci doporučuji k obhajobě.

Navrhovaná výsledná klasifikace práce: **1**

Datum: 23. 7. 2019

Ing. Markéta Lhotáková, Ph.D.
vedoucí práce