

SUPERVISOR'S REVIEW OF BACHELOR'S THESIS

Name of student: Alsanhani Aymen

Thesis title: Social media and its impact on marketing communication: Case study about companies in Czech republic.

Reviewer : doc. Ing. Hana Mohelská, Ph.D.

Thesis objective: The purpose of this thesis has been to study how social media influences the marketing communication of Czech companies.

| Criteria required for evaluation | Evaluation scale (grade) | | | | | |
|---|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | A | B | C | D | E | F |
| Content relevant to the field of study | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Setting and meeting objectives | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Treating theoretical aspects of the topic | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Treating practical aspects of the topic | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Adequacy of applied methods and their use | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Depth and accuracy of implemented analysis | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Dealing with literature sources | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Logical structure and composition of the thesis | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Language and terminology | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Formal layout | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Student's contribution | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Practical applicability of results | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comments and recommendations:

The Annotation in the Czech language was not subject to language control.

Overall assessment and reasons for the final grade:

The author has worked on the Bachelor thesis systematically, correctly interpreting the obtained results, and with regard to the theoretical knowledge of the given subject. The author has worked independently, focusing on the selected topic. The chosen methods, as well as their application, are adequate.

Based on the above mentioned, I can claim that the aim of the work has been fulfilled, and the Bachelor thesis is in accordance with the guidelines for authors.

Questions for oral defence:

1. Why did you post the questionnaire on the Facebook and Seznam?

2. Which company is the most active on social media?

I recommend the thesis for oral defence.

Suggested final grade: A

Hradec Králové, 07/09/2017

signature