

OPPONENT'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. Marcela Sokolová, 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth and accuracy of implemented analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with literature sources	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logical structure and composition of the thesis	<input type="checkbox"/>	<input checked="" 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:

I don't have comments and recommendations.

Overall assessment and reasons for the final grade:

The content of the Bachelor Thesis is interesting and up-to-date. The author has been working with interest in the selected topic area, where he has applied research methods used in the social sciences. The author has correctly presented the acquired results with regard for theoretical knowledge in the given topic.

The results are described in the chapters Results and Conclusion and Recommendations. It can be stated that the author has fulfilled the declared aim of the work.

Questions for oral defence:

1. Why is social media important nowadays for marketing?
2. How these companies choose the right target group?
3. Why in figure 18 there is 46 percent of the respondents can't compare between these companies? give a recommendation how could the company be more influential than others companies?

I recommend the thesis for oral defence.

Suggested final grade: A

Hradec Králové, 08/09/2017

signature