

<b>COLLEGE OF BUSINESS AND HOTEL MANAGEMENT</b>
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**ASSESSMENT  
OF THE BACHELOR'S THESIS SUPERVISOR**

SUPERVISOR OF THE BACHELOR'S THESIS (FIRST NAME, SURNAME AND DEGREES)	BACHELOR (FIRST NAME, SURNAME, AND DEGREES, IF RELEVANT)
Dr.Ing. Pavel Tvrzník	Valeria Melynicsenko

THESIS TITLE    Marketing Communication Mix of the Selected Region
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Level of fulfilment of the BT theme	A	B	C	D	E	F
degree of fulfilment of the goal			X			
logical structure of the thesis and continuity of its parts				X		
depth of the implemented analysis				X		
suitability of used methods			X			
level of using methods			X			
conclusions of the thesis				X		
own contribution of the student to the theme		X				
Importance for theory / practice				X		

Fulfilment of formal proprieties of BT	A	B	C	D	E	F
working with literature, quotations		X				
adjustment of the thesis – text, graphs, tables, ...		X				
style, unambiguity of formulations			X			
gramatical level, mistakes			X			
Independence and student activity in processing			X			
Determining and fulfilling the work schedule				X		
Cooperation with the supervisor			X			

**For recording concrete suggestions and questions to the thesis or course of its elaborating use the second just as next pages of the assessment.**

The theoretical part is based on the basic theories of marketing, including the basic elements of the marketing communication mix. One part of it is also devoted to tourism. The analytical part characterizes a selected Ukrainian destination – the Lviv region. It is characterized mainly by secondary data. The tools of marketing communication are supplemented by basic marketing analyses and questionnaire surveys. The design part contains the recommendations of using communication tools.

Some final recommendations are not based on previous analyses. The conclusions of the presented work do not fully indicate its practical use and to whom the presented results are intended.

**At the defence I require the answer to following questions:**

PROPOSED MARK:  
USE THE SCALE A, B, C, D, E, F)

**C**

**Word evaluation of the thesis: GOOD**

The bachelor's thesis I **recommend** to the defence and propose the evaluation:  
**GOOD**

**Supervisor of the bachelor's thesis: Dr. Ing. Pavel Tvrzník**

Date, place and supervisor's signature: 9th May 2022, Brno