

I. IDENTIFICATION DATA

Thesis title:	<i>Helping a Football Company to penetrate Foreign Markets: defining an International Development Strategy.</i>
Author's name:	Patrick VALA
Type of thesis :	bachelor
Faculty/Institute:	Masaryk Institute of Advanced Studies (MIAS)
Department:	Institute of Management Studies
Thesis reviewer:	Vincent MONTENERO.
Reviewer's department:	Institute of Management Studies

II. EVALUATION OF INDIVIDUAL CRITERIA

Assignment	Choose an item.
<i>How demanding was the assigned project?</i>	
<p>The student chose an interesting project because of its originality (sports marketing) and because it seemed to respond to a concern of the soccer club where the student works. When choosing the project, the student made the effort to think through the implications of such a project and to research elements of literature relevant to sports marketing. Unfortunately, during the period devoted to the thesis, the project seems to have lost its strategic character within the company, leading the student to seek certain compensatory solutions.</p>	

Fulfillment of assignment	Choose an item.
<i>How well does the thesis fulfill the assigned task? Have the primary goals been achieved? Which assigned tasks have been incompletely covered, and which parts of the thesis are overextended? Justify your answer.</i>	
<p>In the literature section, the student reviewed some fundamental concepts on the internationalization of companies, a fundamental aspect when you consider that this Czech soccer club has no international experience or competence whatsoever. On the other hand, the approach used does not allow us to come close to any idea of the strategy to be implemented. Even if the project had lost its strategic character, the student could have adopted other approaches that would have enabled him to get closer to the objective: 1. organization of a focus group asking participants to imagine the internationalization of the club's Internet store, 2. questionnaires to club fans, especially those living abroad (there are several), 3. analysis of soccer clubs more involved internationally (Czech or foreign, e.g. German), etc. ... Unfortunately, the thesis is limited to individual considerations on what should or shouldn't be done...</p>	

Activity and independence when creating the final thesis	D - satisfactory.
<p>The student was very responsive and thoughtful when we launched the project together. Unfortunately, the link with me was subsequently severed. In particular, I was not informed of the company's disinterest in the project. We could then have found a solution. When I contacted the student again, I discovered that the thesis was almost finished. So the student showed too much autonomy, to his detriment.</p>	

Technical level	Choose an item.
<i>Is the thesis technically sound? How well did the student employ expertise in his/her field of study? Does the student explain clearly what he/she has done?</i>	
<p>The student has included a very precise analysis of how companies internationalize. He has also carried out a sound analysis of sales: timing, product types, nationality of buyers, etc. Unfortunately, the few strategic indications he mentions are based solely on his personal appreciation, with no involvement of important stakeholders in the process, be they the club's management team, sales staff, or fans.</p>	

Formal level and language level, scope of thesis

Choose an item.

Are formalisms and notations used properly? Is the thesis organized in a logical way? Is the thesis sufficiently extensive? Is the thesis well-presented? Is the language clear and understandable? Is the English satisfactory?

The formal aspects of presenting the thesis, like the linguistic aspects, pose no problems. The student has made every effort to present his thesis well, to check the use of English, and to follow the rules laid down by the institute.

Selection of sources, citation correctness

Choose an item.

Does the thesis make adequate reference to earlier work on the topic? Was the selection of sources adequate? Is the student's original work clearly distinguished from earlier work in the field? Do the bibliographic citations meet the standards?

Even if the student has chosen relevant pieces of literature, he has used them little or not at all to progress toward his goal. Nor has he examined several recent articles on the organization of fan clubs. I can mention, among others, the following articles or research:

- 1. Coutinho da Silva, E., Luzzi Las Casas, A. (2017). SPORTS FANS AS CONSUMERS: AN APPROACH TO SPORTS MARKETING. British Journal of Marketing Studies Vol.5, No.4, pp.36-48, April 2017**
- 2. McHue, J., & Krieg, O., M. (2021). Fan Engagement Practises Through Digital Utilisation to Generate Revenue: A Manchester City Football Club Case Study. Master Thesis. Lund University (Sweden)**

Additional commentary and evaluation (optional)

Comment on the overall quality of the thesis, its novelty and its impact on the field, its strengths and weaknesses, the utility of the solution that is presented, the theoretical/formal level, the student's skillfulness, etc.

Knowing the student, his desire to do well, and his commitment, I was surprised to discover that his thesis was incomplete, even though the subject was very interesting and he had the opportunity to write an outstanding piece of research. I imagine that the student was caught up in time and was unable to complete his work as he wished. I ask for some indulgence given his involvement.

III. OVERALL EVALUATION, QUESTIONS FOR THE PRESENTATION AND DEFENSE OF THE THESIS, SUGGESTED GRADE

The student had everything he needed to do a good job. Sadly, he could not complete it. Given the work that was done, I'd give him a grade of D (satisfactory)

Date: **30.5.2024**

Signature: