

University of New York in Prague

Defense Proceedings Report

Thesis Title: Analysis and Creation Of a Marketing Communication Plan For U.S. Cosmetics Company MAC To Enter the Vietnamese Market

Student Name: Do Thi Ngoc Anh
Student ID Number: 510943
Study Program: Economics and Management (B6208)

Mentor Name: William Pattison, MBA, B.A.
Opponent Name: Gabriele Meissner, MBA

Committee Chair: Ing. Václav Chvalovský, CSc.
Committee Members: doc. Ing. Helena Fialová, CSc.
Ing. Vladimír Čepelák, CSc.
Gabriele Meissner, MBA

Date of Thesis Defense: 16/1/2017
Proceedings of Thesis Defense: Discussion ensued based on the prompts provided by the opponent. Committee members participated, and the candidate was challenged to clarify and give extended insight into the work submitted.

The candidate defended the work using explanations and examples that were relevant, accurate, and appropriate, and fully addressed the implications of the topic.

Upon the completion of the defense, the committee conferred in private. The performance of the student in the defense was discussed at length, and based on the evaluation rubric, the final grade was agreed upon by evaluating committee members.

Results of Thesis Defense: Passing Grade (1)

Prepared by: Ing. Václav Chvalovský, CSc.

