

Marketing communications analysis in the IAESTE organization

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Bachelor Thesis
2010



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně

Fakulta humanitních studií

Ústav anglistiky a amerikanistiky

akademický rok: 2009/2010

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: Ing. Radana KOVÁŘOVÁ

Studijní program: B 7310 Filologie

Studijní obor: Anglický jazyk pro manažerskou praxi

Téma práce: Analýza marketingové komunikace v organizaci
IAESTE

Zásady pro vypracování:

Úvod

Teoretická část

Provedte průzkum literárních pramenů a formulujte teoretická východiska pro zpracování marketingové komunikace.

Praktická část

Analýzujte současný stav marketingové komunikace v organizaci IAESTE.

Provedte odborné marketingové analýzy.

Navrhněte doporučení pro zlepšení marketingových komunikací v organizaci.

Závěr

Rozsah práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Kotler , P. and Armstrong, G.. 2005. PRINCIPLES OF MARKETING. Upper Saddle River, New Jersey: Pearson Prentice Hall.

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Fill, Ch. 2005. MARKETING COMMUNICATIONS: ENGAGEMENT, STRATEGIES AND PRACTISE. Essex: Prentice Hall.

Vedoucí bakalářské práce: **Mgr. Jan Pospíšil**
EXT

Datum zadání bakalářské práce: **21. ledna 2010**

Termín odevzdání bakalářské práce: **7. května 2010**

Ve Zlíně dne 21. ledna 2010

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ABSTRAKT

Tato bakalářská práce se zabývá analýzou marketingové komunikace mezinárodní studentské neziskové organizace IAESTE (The International Association for the Exchange of Students for Technical Experience). Práce je rozdělena na teoretickou a praktickou část. Teoretická část charakterizuje marketing v neziskovém sektoru, marketingovou komunikaci a její jednotlivé prvky, marketingové prostředí, komunikační proces, integrovanou marketingovou komunikaci a SWOT analýzu.

Praktická část charakterizuje organizaci IAESTE a analyzuje současný stav organizace, její mikroprostředí a makroprostředí. Následuje analýza marketingové komunikace a SWOT analýza organizací.

Cílem tohoto projektu je vytvořit analýzu současné marketingové komunikace služeb organizace a podat návrhy na její zlepšení.

Klíčová slova: marketing, neziskový sektor, marketingová komunikace, marketingové prostředí, SWOT analýza, komunikační proces

ABSTRACT

This bachelor thesis focuses on marketing communication of The International Association for the Exchange of Students for Technical Experience (IAESTE). The thesis is divided into the theoretical and practical parts. The theoretical part describes the marketing in nonprofit organizations, marketing communication and its particular components, marketing environment, communication process, integrated marketing communications and individual parts of SWOT analysis.

The practical part describes the IAESTE and analyses the currently situation of the organization, its microenvironment and macroenvironment, finally the SWOT analysis is following.

The goal of this project is to analyze current marketing communications in the organization and suggest some recommendations for their improvement.

Keywords: marketing, nonprofit sector, marketing communication, marketing background, communication process, SWOT analysis

ACKNOWLEDGEMENTS

I would like to thank to my supervisor Mgr. Jan Pospíšil for his professional guidance, valuable advises and support in this project. My thanks also belongs to Local committee of the UTB IAESTE Zlin for providing useful information and materials.

My big thanks belongs to my closest family for the support and motivation during my studies.

CONTENTS

INTRODUCTION	9
I THEORY 10	
1 MARKETING.....	11
1.1 Marketing in nonprofit organizations	11
2 THE MARKETING COMMUNICATIONS	12
2.1 The marketing communications mix	12
2.1.1 Advertising	12
2.1.2 Sales promotion	13
2.1.3 Public relations	14
2.1.4 Direct marketing	15
2.1.5 Personal selling.....	15
2.2 The Communications Process	16
2.3 Developing Effective Communications.....	17
2.4 Integrated Marketing Communications	17
3 MARKETING ENVIRONMENT	19
3.1 The Microenvironment	19
3.2 The Macroenvironment	21
4 SWOT ANALYSIS	23
II ANALYSIS	24
5 IAESTE.....	25
5.1 IAESTE in the Czech Republic	26
5.2 IAESTE UTB Zlín.....	27
6 IAESTE'S MARKETING ENVIRONMENT.....	30
6.1 Microenvironemnt	30
6.2 Macroenvironment.....	31
7 ANALYSIS OF MARKETING COMMUNICATION MIX.....	33
7.1 Advertising	33
7.2 Sales promotion	33
7.3 Public relation.....	34
7.4 Personal selling.....	36
7.5 Direct marketing	36
8 SWOT ANALYSIS	37
9 RECOMMENDATION.....	38
CONCLUSION	39
BIBLIOGRAPHY	40
APPENDICES.....	43

INTRODUCTION

In last decades marketing has become the part of all companies, which are trying to be important member of the market. The companies have to communicate with their customers, business partners, publicity and also with their employees. These messages most often cannot be casual, because communication is important for relationship building. Nowadays the value of communication is not questioned. But methods and types of communication, as well as the budget for communication, are debatable and contingent on many variables. Marketing communications offer many different tools, and in the best case scenario these tools are coordinated to increase effectiveness.

This thesis analyzes the current marketing communications of the local committee The International Association for the Exchange of Students for Technical Experience IAESTE UTB Zlin. This non-profit organization is one of the oldest and most significant in its field not only in the Czech Republic but throughout the world.

Firstly the necessary information from suitable bibliography and other sources are collected. Then, in the analysis, there are more details about IAESTE, IAESTE Czech Republic and the local committee in Zlin. The macroenvironment and the microenvironment is following. One of the most important part is the analysis of the current marketing communications process of IAESTE UTB Zlin. All the marketing communication's tools are commented. Finally, according to this analysis, some recommendations for its improvement are suggested.

Marketing of the non-profit organizations is special. Most of them are not selling products, but they are selling their mission, ideas, programs and services. Of course, good marketing needs time, good ideas and money. Usually nonprofits feel, they do not have enough time to think about their image or they just do not invest their money to marketing. Some companies hope that they are good and make good products or services, the money will come immediately. The questions are what the IAESTE UTB Zlin's attitude to marketing is and how this organization can work with different marketing communication tools. These findings are main goals of this bachelor thesis.

I. THEORY

1 MARKETING

One of the most lasting problems in marketing is its definition. There are many and they are changing over the years.

According to Dacko Marketing is “An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” [2]

Philip Kotler, one of the world’s leading authorities on marketing, gave many definitions for this term.

According to Kotler Marketing is “The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.” [10]

Perhaps the simplest definition by Kotler is: “Marketing is managing profitable customer relationship.” [10]

1.1 Marketing in nonprofit organizations

The term nonprofit means, these organizations are not commercial motivated, they come together to achieve a mission, rather than to make a profit. Naturally they can, do and should make profit. As well as in the profits companies, it is important to know where profits come from, how much is it and what is done with it. [26]

According to Dacko Nonprofit marketing is “Marketing with an emphasis on achieving organizational objectives that are not commercially motivated, where income generated is for its operations and stated purpose rather than for the private gain of any individual having an interest in the organization.” [2]

Marketing is not a tradition process in the nonprofit sector. But it has changed and nowadays also nonprofit organizations are using marketing and its tools to be vital and more competitive. The hospitals, schools, museums, theatres and other nonprofits have become aware of the need to compete for the presents and grants. They also know they have to meet the customer’s needs. [6]

It is obvious this sector has changed significantly. Number of competitors is increasing, because there are many profits companies making business in the areas which were mostly for the nonprofits in the past. These organizations are creating marketing strategies, attracting and retaining customers, analyzing needs and trends in the marketing environment, so to be competitive the nonprofits have to.

2 THE MARKETING COMMUNICATIONS

It is not a problem to make a product, rather to sell it. Companies have to communicate with their customers and their messages are very important.

There is not a question, if companies should communicate. There is a question, how communicate and what amount of money they should spend for different types of communication. They need to keep working their relationships with the agents, consumers and many different types of customers.

Marketing communications is a part of marketing mix (Product, Price, Place and Promotion - communication). The promotion covers all communications tools, which can deliver some message to the target audience.

The main goal of the marketing communications is to stimulate a dialogue, and ideally, to motivate customer to buy the product. [4, 5, 12]

“Marketing communications is a management process through which an organization engages with its various audiences.” [3]

2.1 The marketing communications mix

The marketing communications mix is created by disciplines which can be used in various combinations in order to communicate with target audience.

According to various authors, there is a different number and different types of these platforms. There is some cross over between individual elements. According to Kotler [9, 8] these are the principal marketing communications tools:

- Advertising.
- Sales Promotion.
- Public Relations.
- Direct Marketing.
- Personal Selling.

2.1.1 Advertising

“Advertising is a non-personal form of mass communication that offers a high degree of control for those responsible for the design and delivery of advertising messages.” [3]

Advertising can persuade the target audience to think or behave in a particular way. It can be used for communication with national audience or with a special segment of customers.

Advertising has the greatest level of management's control. They can control the message, style and also timing. But on the other hand the costs can be extremely large.

“The main roles of advertising are to build awareness, induce an engagement and to (re)position brands.” [3]

The main forms of media are:

- Broadcast – television, radio.
- Print – newspapers, magazines.
- Outdoor – billboards, street furniture.
- Internet – web sites, email.
- In-store – point of purchase, packaging.

In developing advertising program, marketers can make the five major decisions, known as “the five Ms”. These are:

- Mission – advertising objectives.
- Money – money which can be spent.
- Message – what message should be sent.
- Media – what media should be used.
- Measurement – evaluating of the results. [9]

2.1.2 Sales promotion

Sales promotion consists of various marketing techniques, which goals are to provide added value to an offering, with the aim of accelerating sales. It is a non-personal form of communication and the costs are usually lower than those of advertising. These tools are used by most organizations, including nonprofit organizations. [3]

Sales promotion's goals are:

- To persuade customers to buy the product.
- To stimulate repetitive shopping.
- To increase the effect of distribution.
- To distinguish the company from the others.
- To improve or create a company's reputation.
- To inform about future activities.

- To complete another parts of marketing communication mix. [14]

Value increasing sales promotion – value is increased by offering changes to the product:

- discount pricing,
- money-off coupons,
- quantity increases,
- multipack or multi-buys.

Value adding sales promotion – value is added by offering something else:

- samples,
- gifts,
- information (e.g. brochure),
- special features (limited editions). [3]

2.1.3 Public relations

Public relations (PR) is a non-personal form of communication and it offers organizations a different way to communicate with customers, suppliers, dealers and with a large number of interested publics too. A public is a group of people that has an actual or potential interest or impact on a company's ability to achieve its objectives. [9]

The goal is to build up and keep good relations with these people. It is difficult to control a message when it is placed in the channels, but this support from a third party can be very influential and can have bigger impact on the target audience than other tools.

There is wide range of tools used by PR:

- Media relations
 - Press releases.
 - Press conferences.
 - Interviews.
- Publicity and events.
- Lobbying.
- Corporate advertising. [3]

As the power of mass-advertising is weakening, marketers are turning more to Public Relations. It is effective in building awareness and brand knowledge, in blanketing local communities and reaching specific groups and in several cases it is more cost-effective than advertising. The company does not pay for the time in media, it pays only for a staff to work on these PR tools and manage certain events. [9]

2.1.4 Direct marketing

Direct marketing is a strategy used to create a personal relation with particular customer. Its long-term goal is often to build a long-term relationship with each of company's customer.

These are major channels for direct marketing:

- Face-to-face Selling – insurance agents, stockbrokers, distributors and other sales representatives.
- Direct Mail – sending an offer, announcement, reminder, audiotapes, videotapes, CDs to a person.
- Catalog Marketing – sending full-line merchandise catalogs, specialty consumer catalogs and business catalogs, usually in print form but also as CDs, videos or online.
- Telemarketing and Mobile Commerce – using of the telephone and call centers to attract prospects, sell to customers and provide service by taking orders and answering questions.
- TV and Other Direct-Response Media.
- Kiosk marketing – newsstands, refreshment stands, free-standing carts, vending machines.
- E-marketing – sending of purchase orders to suppliers, fax, email, smart cards to facilitate payment and obtain digital cash and other online services.

Although direct and online marketing are booming, many companies still do not pay very high attention to them and relegate them to minor roles in their promotion mix. [9]

2.1.5 Personal selling

Personal selling involves face-to-face dialogue between two or more people. Very often there is the immediate feedback, which is very valued.

The goal is not only to sell the product, but also give some information about the product, its right and efficient use.

This type of communication is different from other forms, because there are at least two persons involved in the communication process. So that the feedback and evaluation of transmitted messages are possible and the message can be made much more personal than by other methods.

These are the Personal Selling forms:

- Sales presentations.

- Sales meetings.
- Incentive programs.
- Samples.
- Fairs and trade shows.

2.2 The Communications Process

Very important for marketer's work is to understand the fundamental elements of the effective communication. The communications model with its elements can be seen in *Fig. 1*. Sender and receiver are the major parties in this model. Message and media represent the major communication tools. Senders (the company) must know what audiences they want to reach and what response they want to get. They must encode their message according to target receivers, their social traditions and other elements which affect them. And so the target audience can decode the messages. The message must be transmitted through media that reach the target audience and should develop feedback channels, which are important for monitoring the responses.

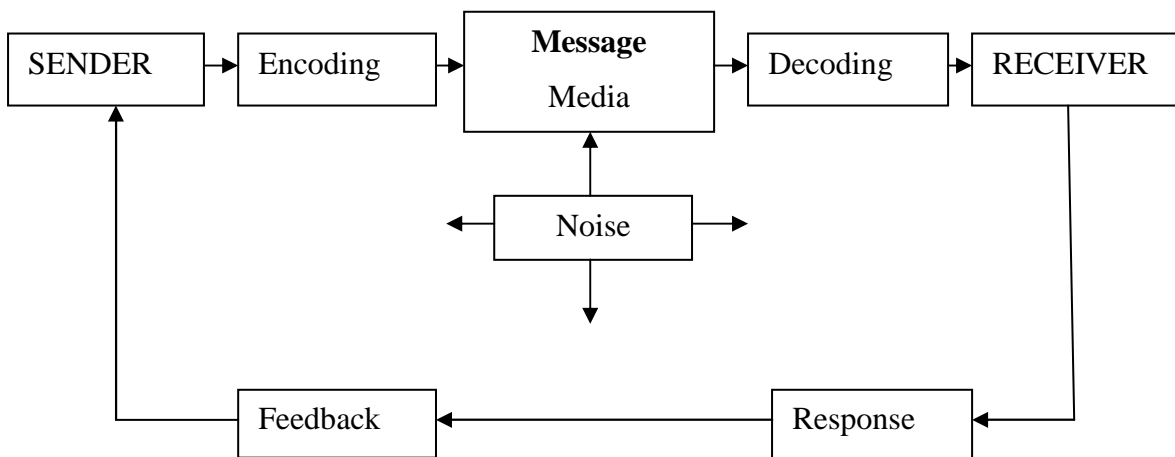


Fig. 1: Elements in the Communication Process, [9]

2.3 Developing Effective Communications

Fig. 2 shows the steps in developing effective communication which are discussed below.

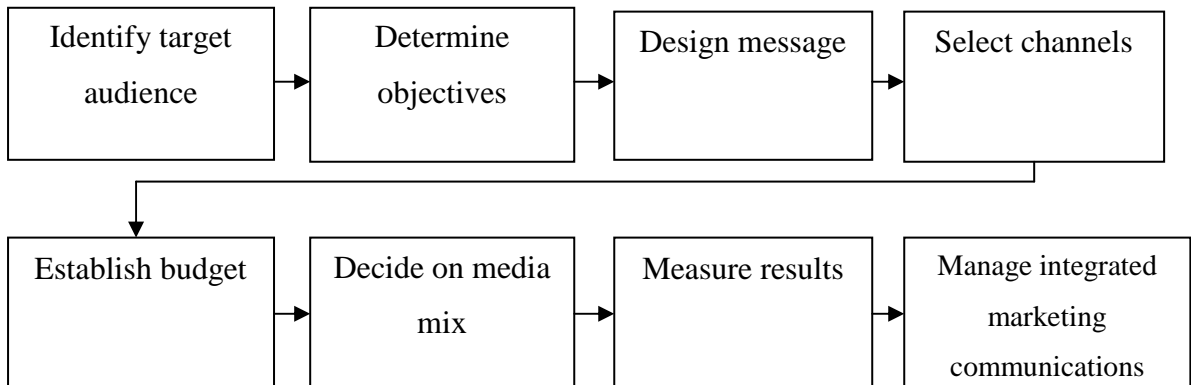


Fig. 2: Steps in Developing Effective Communication, [9]

The first step is crucial, because the target audience has an influence on the communicator's decision on what to say, how, when, where and to whom to say it. The target audience can be potential buyers, current users, deciders, influencers, individuals, groups, particular publics, or the general public. Then the communication objectives should be determined and next step is the designing the message. The message should gain attention, hold interest, arouse desire, and elicit action (model AIDA). The communication channel both personal and nonpersonal has to be designed. One of the most important part is the deciding on the marketing communications mix. Of course the outcomes and revenues resulting from the communications investments should be found out. Last part to manage the integrated marketing communications process should be practiced. This part is interpreted in detail in the following article.

2.4 Integrated Marketing Communications

Many companies can not integrate more marketing communication tools. They rely on a few tools to achieve their aims - they choose an agency for creating an advert, another agency for Public Relations and so on. It can happen that these promotional tools are used inefficiently and the message is not consistent. To avoid this situation companies should move toward integrated marketing communications (IMC). It is a concept of marketing communications planning that recognizes the added value of a comprehensive plan. This plan evaluates the strategic roles of a variety of communications disciplines (for example

advertising, sales promotion, public relations) and combines these disciplines to provide clarity, consistency and the seamless integration of messages.

According to Pickton and Broderick “Integrated marketing communications is a process of integrating all marketing communications activities across relevant audience points to achieve greater brand coherence.” [13]

The integration is necessary also for all Marketing mix elements (Product, Price, Place and Promotion). All these elements are interconnected and they are supporting each other. [8, 9]

Benefits of integrated marketing communications are:

- Creative integrity.
- Consistent messages.
- Unbiased marketing recommendations.
- Better use of media.
- Greater marketing precision.
- Operational efficiency.
- Cost savings.
- High-calibre consistent service.
- Easier working relations.
- Greater agency accountability.

3 MARKETING ENVIRONMENT

A large number of factors shape the marketing environment. Marketing is working in complex and changeable environment. The companies have to notice the interests of many different agents in their marketing environment, not only the customers. Firstly, it is important to define this environment.

These various forces are according to Armstrong and Kotler divided into:

- Microenvironment
- Macroenvironment

3.1 The Microenvironment

The company can influence this environment directly. There are six groups of people, who belongs to the microenvironment.

Company

The company as a whole and its working is of course one of the most important elements of making business. In designing marketing plans, marketers must take into account other company groups, such as top management, finance, research and development, purchasing and accounting. All these departments should work in harmony to provide superior customer value and satisfaction. [10]

Suppliers

Marketing managers must mind supply availability – shortages or delays which can cost sales and consequently damage customer satisfaction. The suppliers are taken as partners in creating and delivering customer value – good partnership results in success for the company, suppliers and also for the customers.

Marketing Intermediaries

“Marketing intermediaries help the company to promote, sell, and distribute its goods to final buyers.” Nowadays marketers recognize the importance of working with them as partners rather than as channels through which they sell their products. [11]

Marketing intermediaries are:

- Resellers – help the company to find customers or make sales to them.

- Physical Distribution Firms – help to stock and move goods. Company must determine the best ways to store and ship goods and balance factors like cost, delivery, speed, safety.
- Marketing Services Agencies – help the company target and promote the products to the right markets.
- Financial Intermediaries – help finance transaction or insure against the risk. There are included banks, credit companies, insurance companies and other businesses.

Customers

There are five types of customer markets. Each of them has special characteristics which needs careful study:

- Consumer markets – individuals and households.
- Business markets – goods and services for further processing.
- Reseller markets – goods and services to resell at a profit.
- Government markets – government agencies – to produce public services or transfer it to others who need them.
- International markets – buyers in other countries.

Competitors

It could seem an easy task to identify the company's competitors. However, the range of actual and potential competitors is in reality much broader than is obvious on the first sight. A company can be hurt by emerging competitors or new technologies.

When a company identifies its primary competitors, it must analyze them and consequently to design the competitive strategies.

The analysis of the competitors and theirs:

- Strategies

Business strategy is a long term plan of action to achieve its business objectives. Strategic group is a group of firms following the same strategy in a given target market.

- Objectives

Business objectives are the goals which the company sets for itself (profitability, sales growth, return investments and other goals). They are important to give a direction to a business and they determine how a company will allocate its resources.

- Strengths and weaknesses

A company needs to gather information on every competitor's strengths and weaknesses and consequently prosper from them.

- Reaction patterns

Every company reacts differently to competitive attacks. Some are slow to respond, others respond only to certain types of attacks, such as price cuts and some competitors strike back swiftly and strongly to any assault. There are also some differences in particular industries. Some industries are relative accord among the competitors and others industries are known for their heartless competitive fights.

Publics

A public is any group that has interest or impact on the ability of the organization to achieve its objectives. Publics include:

- Financial publics – bank, investments houses, stockholders.
- Media publics – newspapers, magazines, radio or TV stations.
- Government publics – product safety, truth in advertising.
- Citizen-action publics – consumer organizations, environmental groups, minority groups.
- Local publics – neighborhood residents and community organizations.
- General publics – general public's attitude toward its products and activities.
- Internal publics – workers, managers, volunteers and other employees.

3.2 The Macroenvironment

These factors can be influenced by the organization, but they are out of its direct control.

The external market environment includes:

- Demographic Environment - the size and growth rate of population in cities, regions and nations, age distribution, ethnic mix, levels of education, regional characteristics and movements and other demographical criteria.
- Economic Environment – the current income, prices, savings, debt and credit availability, major trends in income and consumer-spending patterns and other economic characteristics.
- Technological Environment – trends in technology: pace of change, opportunities for innovation, Research&Development budget, regulation of technological change.

- Political and Legal Environment – the legislation regulating business, growth of special-interest groups, market reform, corruption and ethics.
- Cultural and Social Environment – the persistence of core cultural values, the existence of subcultures, the shifts of values through time.
- Natural Environment – the shortage of raw materials, the increased cost of energy, increased pollution levels and the changing role of governments. [9]

4 SWOT ANALYSIS

SWOT analysis is a tool for identifying relevant screening criteria. It defines the Strengths and Weaknesses of the company (internal factors), as well as the Opportunities and Threats (external factors).

The objective of this analysis is not to mark the strengths, weaknesses and other factors, but to highlight those of them, which are strategic for the company. Some strengths are more important than the others, consequently their influence on the market is more significant and in the strategic making process have crucial importance.

A company must monitor key macroenvironment forces and microenvironment actors that affect its ability to earn profits. The company should set up a marketing intelligence system to follow trends and developments and identify the associated opportunities and threats for them. [9]

Good SWOT analysis helps the manager to focus on a strategy that takes advantage of the company's opportunities and strengths as avoiding its weaknesses and threats. It is one thing to distinguish attractive opportunities and another to take advantage of them.

	Helpful to achieve the objectives	Harmful to achieve the objectives
internal	<i>Strengths</i>	<i>Weaknesses</i>
external	<i>Opportunities</i>	<i>Threats</i>

Fig. 3: SWOT analysis

II. ANALYSIS

5 IAESTE

The International Association for the Exchange of Students for Technical Experience is an independent non-governmental Organisation, with 83 Members and Co-operating Institutions in operational relations with UNESCO. It is an Association of National Committees representing Academic, Industrial and Student interests. Each National Office is responsible for the administration of the exchange in its own country.

The organization was founded in 1948 at Imperial College, London. National Organisations of ten European countries represented at this meeting became Members (including Czechoslovakia). The geographical coverage was soon spread to most of Europe and beyond and nowadays more than 80 countries are involved.



Fig. 4: The logo of IAESTE, [15]

Mission

“To operate a high quality practical training exchange programme between Members in order to enhance technical and professional development and to promote international understanding and goodwill amongst students, academic institutions, employers and the wider community.

IAESTE operates irrespective of race, colour, sex or creed.” [7]

Aims

- “To provide students in Higher Education with technical experience relevant to their studies.
- To offer Employers well qualified and motivated trainees.
- To be a source of cultural enrichment for trainees and their host communities.” [7]

Structure

Fig.5 shows the structure of the organization. The General Conference has full power to take formal decisions for the fulfilment of the Aims and approves the budget and

regulations of the Association. The Board implements the Association's policy and decisions approved by the General Conference, initiates activities supporting the Association's policy in general and is responsible for the day to day management of the Association executed by the General Secretary. National Committees represent the Member countries and are composed of persons representing academic, industrial and student interests.

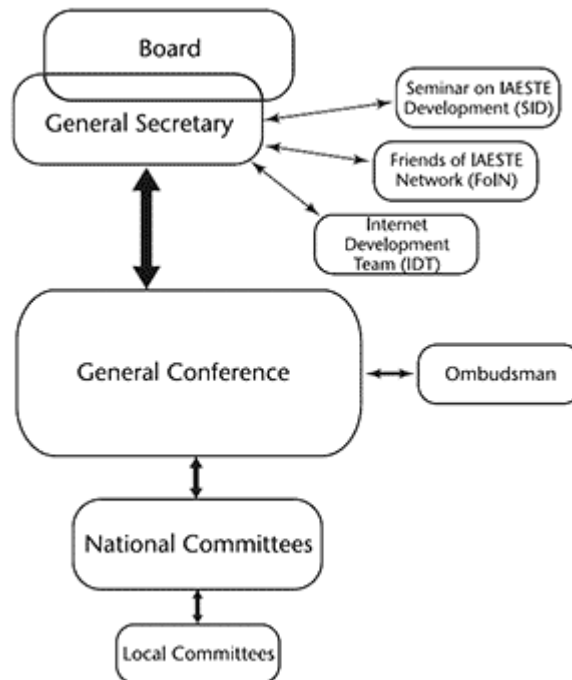


Fig. 5: The Structure of the IAESTE, [15]

5.1 IAESTE in the Czech Republic

The Czech Republic is one of the founding countries and it is part of IAESTE International from 1948. The members can be the university students, one year university graduates and others academes, who are identifying with the organization's goals and mission. The members are companioning at the universities's local committee.

There are seven local committees of the organization at following universities:

- IAESTE CVUT Praha.
- IAESTE VSCHT Praha.
- IAESTE ZCU Plzen.
- IAESTE TU Liberec.
- IAESTE UTB Zlin.

- IAESTE VSB-TU Ostrava.
- IAESTE Brno.

5.2 IAESTE UTB Zlín

The Local Committee in Zlín is one of the seven local centres of IAESTE in the Czech Republic. It was founded in 1996 and there are active 14 members at this time. The office seats in the Tomas Bata University and its manager is Ing. Martin Mikeska PhD.



Fig. 6: The logo of IAESTE UTB Zlín, [18]

The projects

International Exchange Programme

This programme is the most important project of IAESTE. The students are working for the companies in the membership countries. Their professional and language skills are developing as well as international overview. This programme works from 1948.

Goals

- To provide university students with technical experience in their field of study.
- To offer employers motivated students from abroad who passed an intensive selection procedure.
- To acquaint students, companies and members of the public with the life and thinking of other cultures and to contribute to the strengthening of international understanding.

There are between 30 international students arriving to Zlín and about 25 Czech students, who are working abroad through this programme and Zlín's Local Committee.

Advantages for the companies

- Highly qualified trainees

The trainees are usually students in their 3rd to 5th year of study at university who are selected on the basis of obtaining excellent exam results, scoring well in language tests and on their overall suitability for working in your company.

- A low-cost and easy solution

Thanks to the accreditation of the Ministry of Education, Youth and Sports of the Czech Republic, IAESTE traineeships are considered to be a component of the student's studies. For this reason the traineeships are not considered to be employment-based, thus eliminating the necessity to obtain work permits. The company needs only cover expenses connected with the stay of the trainee on the basis of an invoice issued by IAESTE. It is the responsibility of IAESTE to solve all other particulars with the trainee i.e. accommodation (in towns where IAESTE has branches), living costs and to arrange a program of cultural activities.

- Trainee selection on the basis of your requirements

Within the framework of the IAESTE Exchange program the company has the possibility to specify in advance criteria for the trainee selection in the following categories:

- type of practical training,
- practical training period,
- requirements of students. [7]

Ikariera Job-fair

Ikariera Job-fair represents the simple way of mediating contact between companies and students or graduates of mainly technical and economic universities in the Czech Republic. The objective of the event is to acquaint students with the requirements and demands of companies and, from the companies' perspective, to open new opportunities for contact with students as their prospective employees.

The printed job-fair guide helps visitors with orientation at the job-fair and is also valuable for students after the job-fair because it contains the complete information of the participating companies and also advertisements of those companies which are indirectly participating. [7]

The companies pay for the possibility to be here and to appeal on the potential employees. University students can be high valued for them.

Ikariera Job-fair in Zlín takes place at Faculty of Management and Economics and at the Faculty of Applied Informatics in two following days. The companies used to have a stand

in the faculty hall, so they could communicate with individual students. Some of the companies used to present themselves, their products and job opportunities for the students in the faculty assembly hall. Due to the world financial crisis, in 2010 the Ikariera Job-fair was limited. There were 50% less companies which have a stand here and no company presented itself in the assembly hall.

Ikariera Catalogue

We can find here the current job opportunities in the Czech Republic. The Local Committees provide primary distribution of the iKariera Catalogue to 8 Czech universities plus several other universities in the Czech Republic. The distribution takes place at departments of studies, information and promotion holders within the university, dormitory and canteen premises. The Catalogue is distributed to students for free from 1994. In 2010 15 000 copies of printed catalogue and 15 000 copies of CD version is editing.

Job Portal iKariera.cz

This web portal is focused especially on the technical universities' students and graduates. It works from 2002. The portal helps students and graduates of Czech technical and economical universities to search for their first jobs and traineeships. There is a database of job offers, database of employers and database of bachelor and masters thesis topics. There are more than 9 000 registered students on the portal and more than 14 000 Czech and international companies are cooperating with the portal. [25]

Freshman's/Student's Guide

This information booklet is publishing mainly for the first year university's students, but not only. The guide provides freshmen with practical information regarding their faculty, opening hours of libraries, information on the students' hall, but also useful and interesting information about possible spending free time in the particular town. The brochure is published at seven universities in a practical size A5 or A6 and approximately 60 pages long.

IAESTE UTB Zlín has been editing The Student's Guide from 2004. Last academic year 2009/2010 was printed 5 000 pieces which were distributed through particular faculties, student departments of the university and IAESTE.

6 IAESTE'S MARKETING ENVIRONMENT

The macroenvironment and microenvironment of the IAESTE UTB Zlin are in the following tables *Tab. 1* and *Tab. 2*.

6.1 Microenvironment

Microenvironment	Effect: + opportunity/ - threat
Organization (Local Committee in Zlin)	+ based on well known organization with a long tradition in the world
	+ university educated and motivated members
	+ cooperation with respectable companies
	+ the mission and goals are defined
	- small office for the members
Supplier	+ Tomas Bata University offers an office free of charge
	+ cooperation with the steady suppliers
Marketing intermediaries	- no intermediaries (all marketing activities are created by the members)
Customers (the companies offering the jobs)	- due to the world financial crisis companies are saving money on the promotion at the Job Trades and on accepting new employees
	+ cooperating companies are accepting the students and graduates as an valuable employees
Competitors	+ BEST has got the local group in the Czech Republic only in Brno
	+ BEST is cooperated only with the European countries
	- BEST also provides complementary education
	- AIESEC has got the similar structure and local centres in the Czech Republic, included town of Zlin
	- AIESEC offers the job in more various fields
	- AIESEC Zlin offers more various lectures, workshops
	- SU is connected with the TBU students very closely thanks to the entertainment, which offers for them
	-

-	- web portal www.suport.cz created by the SU is the direct competitor of the www.studentsky.info
-	+ BEST has got the local group in the Czech Republic only in Brno
<u>Publics</u>	+ university educated and motivated members
	+ manager of the IAESTE UTB Zlin can appeal on the students as an academic worker

Tab. 1: The Microenvironment of the UTB IAESTE Zlin, [21, 22, 23]

Anotation:

The customers of the organization are the companies who are employing the students and graduates. These companies pay for the service of hiring employees to the UTB IAESTE Zlin.

Main competitors are The Board of European Students of Technology (BEST), AIESEC (the early name Association Internationale des Etudiants en Sciences Economiques et Commerciales) and Studentska Unie UTB (SU).

6.2 Macroenvironment

Macroenvironment	Effect: + opportunity/ - threat
Demographic Environment	+ growth of the population in the Czech Republic
	- the population ageing in the Czech Rep.
	+ growth of education level in the Czech Rep.
	+ intermigration of the population
Economic Environment	- the world financial crisis
	+ the Czech Rep. is not affected so much by the financial crisis
	+ growth of the wages in the Czech Rep.
	- growth of the unemployment in Czech Rep.
	- decrease of the GDP in Czech Rep.
	+ growth of the foreign business return
	+ open European market
Technological Environment	+ development of new technologies
	+ growth of the Research and Development subjects in the Czech Rep.

	+/- growth of the Investments to the R&D in CR, but still low in comparison to EU's advanced countries
	+/- growth of the wages in the R&D, but still low in comparison to EU's advanced countries
	+ EU's subventions for the R&D
	+ R&D cooperation among EU countries
Political and Legal Environment	- unsteady political situation in the Czech Rep.
	+ EU's regulation of the legal acts
	+/- decrease of the administration costs for the entrepreneurs in the CR, but still expansive bureaucracy
Cultural and Social Environment	+ globalization
Natural Environment	+ growth of the Environment Protection Investments
	+ Decline of the Waste Generation by Enterprises
	- CR is one of the most polluting countries

Tab. 2: The Macroenvironment of the UTB IAESTE Zlin, [23, 24]

7 ANALYSIS OF MARKETING COMMUNICATION MIX

7.1 Advertising

The IAESTE local committee in Zlín do not use any form of advertising. From their point of view it is an expensive and nowadays not very effective form of communication.

There are possible forms of media used for advertising and the reasons why IAESTE UTB Zlín does not use them:

- Television – IAESTE as the nonprofit organization does not have financial resources for an expensive TV advertising.
- Radio – it is also quite expensive medium and it is difficult to target the focus group. In the past they used this form of advertising but it was not very effective.
- Print – it is not effective tool for the target audience.
- Outdoor – this form of advertising is also expensive and not very effective. There are so many billboards, neon signs and other forms of outdoor adverts in the streets, that people can not perceive them.
- Internet – it is the only form of advertising that the local committee uses. But it advertises only within the scope of its own projects. Other forms did not prove well.

Comment and Recommendation

I agree that TV and Radio advertising is not an effective form of communication for similar type of organization. These forms are very expensive and it is difficult to target the focus group students of universities. Conversely, Print, Outdoor and Internet Advertising can be very effective. From my view, local committee can analyze the advertising in following forms, which should not be very expensive:

- Print – magazines for the TBU students or young people in Zlín and its neighborhood (InGhost, Live, In Zlín).
- Outdoor – indoor advertising in places of TBU.
- Internet – social network Facebook (low cost and very effective to target the focus audience).

7.2 Sales promotion

The main IAESTE activity is the International Exchange Programme. The another projects are created mainly to support this most important one, so we can consider them as the sales

promotion. All the important information about the projects Ikariera Job-fair, Job Portal iKariera.cz and Freshman's Guide are in the section 5.2 of the Thesis.

According to IAESTE UTB manager's another usually forms of the sales promotion like samples, gifts, discount pricing, money-off coupons are not suitable, because the IAESTE is providing the service, not selling the products.

Comment and Recommendation

I really appreciate Freshman's Guide as a marketing communication tool. It is distributed free of charge to the TBU students, who are the target audience. There are many useful information regarding Tomas Bata University and its faculties, opening hours of libraries, information on the students' hall and also useful and interesting information about possible spending free time in the town of Zlín. I recommend add more information about the IAESTE, its projects and possibilities to work abroad.

I disagree with the opinion that another forms of sales promotion mentioned above are not suitable for organizations providing a service.

7.3 Public relation

Ikariera Job-fair

IAESTE UTB Zlín organizes the Job-fair once a year in two days. One day the fair takes place in Faculty of management and economics and there are the companies offering the jobs, bachelor or diploma thesis for students of this faculty. On the second day the fair takes place in Faculty of Applied Informatics and there are the companies for which are important technical students or graduates.

In 2010 number of companies which participated there decreased. Because of the cost-savings the local committee was bound to limit activities connected with the fair for example renting of the University Hall for the companies' presentations.

The companies which had their representative employees in the Ikariera Job-fair in Zlín in 2010 were: Accenture Central Europe B.V., AWD Ceska republika, Bosch Diesel s.r.o., CA CZ, s.r.o., Contact Singapore, Ceskoslovenska obchodni banka, a.s., Ceska posta, CEZ, ELKO EP, s.r.o., Eures, EUROVIA CS, a.s., HELLA AUTOTECHNIK, s.r.o. Kooperativa pojistovna, a.s., Komerčni banka, a.s., Procter&Gamble, Rakona s.r.o.

Comment and Recommendation

The Job-fair is well organized and prestigious companies usually participate. The number of participating companies felt down rapidly in 2010, but there is a probability that with the

growth of the economical situation of the Czech Republic will also grow number of the companies at the IKariera Job-fair. IAESTE should be active and try to take up the cooperation again. They also make better promotion for the job fair. It was not very easy for me to find out when and where the fair takes place.

Web portal www.utb.iaeste.cz

This web site is supported solely by the members of the local committee in Zlin. There are basic information about the organization, the particular projects, companies which are cooperated with the organization, the newest information about the current free interships and also reports of students who have already worked abroad.

Comment and Recommendation

I prefer this web portal is better arranged and there are more information about the IAESTE as a whole, about the local committee's members and individual projects.

The English version of this portal is not worked out carefully and what is important it is not updated regularly. There is very little information about town of Zlin and its culture, entertainment and other practical advices about living in the Czech Republic for incoming students. I consider this fact as an important failure, which should be reform.

Web portals www.studentsky.info and www.karierni.info

These two websites are designed for the students and academic employees of the Tomas Bata University in Zlin and for its graduates, too. The user has to log in to the system so that everybody has his/her own web account. There is the complex information about the events in region of Zlin, members can find some friend here, share and find useful school materials, write the texts about different topics. The user can also write the advertisements offering the housing, lecture notes, books or any other objects for selling.

Very useful is the information about the IAESTE working opportunities abroad and in the Czech Republic, too. There are the detailed job requirements of the particular companies which are available at the moment. Concerning this topic there are also the short reports about the work interview, good Curriculum Vitae, advices for studying foreign languages and another reports from the Human Resources sector.

Comment and Recommendation

The framework of these web portals is very good. I think they have a big potential and it is the opportunity to join the students of the University together. I recommend make better

promotion so that these portals will be more known among the students. I also recommend make better promotion for sharing studying material between students. Quality and useful materials can be the motivation for regularly attendance of the students.

To support Public Relations I also recommend use the social network Facebook. This web portal is very popular among university students, who are the target audience of the IAESTE. It is true, that there already is the profile of Studentske info, but its activities are not very creative. It is possible to put some pictures from Ikariera Job-fair, from working experiences of the students and many other creative possibilities. And there is no mention, that Studentske info is supported by IAESTE UTB Zlin.

7.4 Personal selling

Local Committee in Zlin does not use this form of the marketing communications. According to manager, this form of communication is suitable only for selling the products, not providing service.

Comment and Recommendation

I think companies or organizations providing services can also use personal selling and they do it. I think it is suitable form of communication also for IAESTE UTB Zlin. It is not very convenient form for communication between the organization and the cooperating companies (especially foreign companies). But it can be very effective for communicating with students. Provided such a specific service like working abroad needs personal communication. I recommend organize the presentation for the students about the possibility to work abroad.

7.5 Direct marketing

Local committee in Zlin does not use this form of the marketing communications, because the manager does not think, this is a suitable form of communication for UTB IAESTE Zlin.

Comment and Recommendation

I think it can be convenient form of communication for the local committee. To create a personal relation with the customer and to build long-term relationship are highly should be highly valued forms of every company.

8 SWOT ANALYSIS

Strenghts	Weaknesses
Exchange programme for students free of charge.	Ikariera Job-fair - not good promotion in advance.
Freshmen's Guide.	Web portals www.utb.iaeste.cz is not coherent with another portals created and supported by the IAESTE UTB Zlin.
University educated and motivated members.	English version of the www.utb.iaeste.cz.
IAESTE is a respected organization in the World.	Nonprofit organization - financial resources for marketing are limited.
Opportunities	Threats
Tomas Bata University and its growth.	World financial crisis.
Number of university students is growing.	Competitors IAESTE and SU UTB and their activities.
Financial and Technical support of the TBU.	Unsteady political situation in the Czech Rep.
The globalization.	
Czech Republic as a member of the European Union.	
Growth of the Research and Develpment subjects in the Czech Rep.	

Tab.3 SWOT analysis of the IAESTE UTB Zlin

9 RECOMMENDATION

The comments and recommendations to the particular types of marketing communications of IAESTE UTB Zlin are mentioned in section seven of the thesis. Every part is commented separately. To sum up, I consider as the most convenient the following activities:

Advertising

- Print – adverts in magazines for the TBU students or young people in Zlin and its neighborhood (InGhost, Live, In Zlin).
- Outdoor – indoor advertising in places of TBU.
- Internet – adverts on social network Facebook (low cost and very effective to target the focus audience).

Sales promotion

- Freshman's Guide – to continue with the publishing, to give more details about the IAESTE and IAESTE UTB Zlin, its activities and members.

Public Relations

- Better promotion of www.studentske.info.
- Active profile on social network Facebook.

Personal Selling

- Presentations for students of Tomas Bata University – to promote the possibility to work abroad, information about the organization and promotion of www.studentske.info.

CONCLUSION

The goal of the bachelor thesis was to analyze the marketing communications in the IAESTE UTB Zlin and consequently to suggest some recommendations for their improvement. I suppose, the goal was realized.

Firstly the necessary information from suitable bibliography and other sources were collected. Afterwards, in the analysis, there are more details about the IAESTE, IAESTE Czech Republic and the local committee in Zlin. The macroenvironment and the microenvironment of this organization are analyzed too. The most important part - the analysis of the current marketing communications process of IAESTE UTB is following. All types of marketing communications are analyzed separately and my comments and recommendations are suggested. On the basis of all gathered information, the SWOT analysis of the IAESTE UTB Zlin is worked out.

After analyzing the current situation I found out, that marketing communications in IAESTE UTB Zlin are not conducted very carefully. The fact is that generally nonprofit organizations do not have the financial resources for an expensive advertising. But marketing communications offer many different possibilities how to reach the target audience, without spending whole budget. My comments and recommendations are written in the text of the thesis. From all of them I suppose to be most convenient to be active at the social network Facebook, to use the places of Tomas Bata University in order students get to know IAESTE and its projects and finally make better promotion of the web portal Studentske info. The structure of this portal is very well organized, but the users are missing.

The thesis is rather critical to the marketing communications of the local committee on the other hand the members are the university students, not experienced marketing specialists. I highly appreciate all active members of similar organizations and their enthusiasm to the work, which is not well-paid, more often it is not paid at all.

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APPENDICES

- P I The cover of Ikariera guide 2010
- P II View of www.ikariera.cz
- P III Ikariera job-fair at the Faculty of applied informatics in 2010
- P IV View of www.studentsky.info

APPENDIX P I: THE COVER OF IKARIERA GUIDE 2010



„Celosvětová ekonomická krize byla v roce 2008 nazvána několika důležitými institucemi. Prvními příčinami bylo americká hypotéková krize 2007, která postupně přerostla ve světovou finanční krizi 2008, objasněnou rolí schůdné rovnice vzhledem k ceně ropy v první polovině roku 2008. Kromě vlivu k poklesu realného HDP a zvedání spotřebitelské vlny. Cenu ropy hluboký vzrůst spekulativní obchody (penzijní a hedgeové fondy) nakopaly kromě toho, aby snížily vizi portfolio přeměnit z akciových trhů), slabý dolar a rostoucí požadavek Číny před olympiádou. Když na začátku 2008 naplno odešla finanční krize, američtí nejen přední světové banky a obchodní trhy, ale i cenu ropy. To se z číselného pohledu (147 USD za barel) propadla během dvou měsíců v třetinu, její pád pokračoval, až na konci roku 2008 pronikla hlouběji 40 USD za barel.

„Dle OSN těži světová ekonomika nejednotně poklesl od Velké deprese ve třicátých letech 20. století. To se potvrdilo i v období ekonomického rchů roku 2009. Mezinárodní měnový fond ve své prognóze z května 2009 uvádí, že globální ekonomický růst spadne v roce 2009 na 0,5%, zatímco v roce 2008 dosáhl 3,4%. Příčinou je také krize 2008 (úplně nulový růst v roce 2009 a 2,2% v březnu 2009) přičemž bankovní ústav G20 (G20) dříve podléhal její odhad - podle něj by měla světová ekonomika v roce 2009 klesnout o 1,0%. Rozsáhlá světová bankovní úchvatní přímý způsob globální ekonomiky od roku 1945. Možnost sestupné se více ovládná až do záporných hodnot naznačují I.M.F. Příčinou prohlubování krize je, že i přes velký rozsah politických rozhodnutí a akcí zástavní finanční taky nadále pod tlakem, a to jsou realitou ekonomiku dojí. Stále vedle k obrovské dráhy vlivnosti a u jednotlivých v rámci podnikových sm zůstanou ekonomik. Nadále klesají ceny akcie, ubývají bohatství domácností a tím pádem klesá spotřebitelské poptávka.“

zdroj: wikipedia.org

Průvodce veletrhem iKariera 2010
IAESTE UTB Zlín

APPENDIX P II: VIEW OF WWW.IKARIERA.CZ

The screenshot displays the homepage of ikariera.cz, a career portal. The header features the logo and navigation tabs for 'NABÍDKY PRÁCE', 'DIPLOMOVÉ PRÁCE', 'STUDENT', 'FIRMA', 'KATALOG IKARIERA', 'VELETRH IKARIERA', 'ČLÁNKY A RADY', and 'FIREMNÍ PROFILY'. A search bar is located on the right. Below the header, there are three main sections: 'Nabídky práce' (Job Offers) with a search bar and a 'Vyhledat IT' button; 'Student' and 'Firma' (Company) sections with brief descriptions and links for registration and information; and a 'Košik' (Shopping Cart) section. On the left, there is a 'kariéra BUS' section with a bus icon and a survey titled 'Anketa' showing results for 'Jak dlouho požadujete minimální roční dovolenou?' (How long do you require minimum annual vacation?). The survey data is as follows:

Option	Percentage
5 týdnů	99%
6 týdnů	15%
více než 6 týdnů	10%
zákoně 4 týdnů	6%

The 'Články' (Articles) section lists several articles, including 'Trainee programy a stáže v Píseňském...', 'Podnikaví studenti mohou soutěžit o...', 'McKinsey scholarship 2010', 'Hlítník se odstěhoval do Humpolce.....', and 'HORIZON 2010 - McKinsey workshop in Berlin'. The right sidebar features a 'Přihlášení uživatele' (User Login) form, a 'Partneři' (Partners) section listing companies like Bosch, ČSOB, and RWE, and a 'Nová registrace' (New Registration) link.

APPENDIX P III: IKARIERA JOB-FAIR AT FACULTY OF APPLIED INFORMATICS IN 2010



APPENDIX P IV: VIEW OF WWW.STUDENTSKE.INFO

