

Assessment of Master Thesis

Master Thesis academic consultant: Ing. Petr Král, Ph.D.

Master Thesis author: Evelina Sizikova

Subject: Social Media- A New Instrument to Influence Brand Value

Demand factors:			
Theoretical background	Average	X	Above - average
Data used	Average	X	Above – average
Methodology used	Average	X	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement		X		
Self-reliance of author		X		
Logical structure	X			
Using of literature, citations	X			
Adequacy of methods used	X			
Depth of analysis		X		
Form of MT: text, graphs, tables	X			
Felicitousness		X		

Usefulness of results in practice and theory: average

Discussion topic for defense:

1. One of the main weaknesses connected to social media from marketer's perspective is the limited measurability of their impact on sales and brand perception. What measurements would you suggest to use?
2. What will be the future trends of social media usage by customers and companies? We already see that the number of Facebook users declines in some countries and also many companies decreased their investment into the advertising on Facebook as they found out that the results were rather very poor.

Master Thesis is recommended for defense

Grade proposed very good

Prague, 16th September 2012

Signature of academic consultant