

Assessment of Master Thesis

Master Thesis supervisor: **Ing. Jaroslav Halík, MBA, Ph.D.**

Master Thesis author: **Valeriia Kachanovska**

Title: **Theoretical and Practical Aspects of Brand Building**

Demand factors:	
Theoretical background	Average
Data used	Average
Methodology used	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:

Explain the cultural influence on branding. Give examples of the same products that are branded differently in different countries due to different cultures.

Master Thesis is **recommended for the defense**

Grade proposed: **excellent – very good**

Prague, 8.9.2001

Signature of academic consultant