

Assessment of Master Thesis

Master Thesis opponent: doc. Ing. Josef Malý, Ph.D.

Master Thesis author: Valeriia Kachanovska

Title: Theoretical and Practical Aspects of Brand Building

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

The role of psychology in branding. How can the latest discoveries in medicine help marketers to promote their products?

Master Thesis **is**/is not recommended for the defense

Grade proposed : **very good**

Prague, 10th September 2001

Signature of opponent