Assessment of Master Thesis

Master Thesis supervisor: Gina Cook

Master Thesis author: Michaela Pilstl

Title: Lifestyle Market Segmentation – Efficiency and Ethical Issues

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

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   above-average   X

Overall, the thesis appears quite professional. The topic is both appropriate and practical as segmentation is highly relevant for the business environment. The language used throughout is excellent. The resourcing is quite good with a strong diversification of sources utilized. Ethics in itself is an enormous topic and chapter 4 could be a stronger had it gone through an additional round of integration. The author is very self-motivated and worked excellently on an independent basis throughout the entire process.

Discussion topic for defense:

If the author were going to recommend one of the segmentation models analyzed, which would it be and why?

In terms of ethics, marketing and data privacy – discuss the current business situation in the author's home country. What are the recent trends?

Master Thesis **is recommended for the defense**
Grade proposed…excellent, depending on the results of the defense
Prague, 31/5/2011

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Signature of academic consultant