

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

The Forms and Analysis of Product Placement

Author of the Master's Thesis:

Josef Hlavacek

Goals of the Master's Thesis:

The main aim in the broader sense is to describe and analyze the method of produce placement with its application in different industries; in the narrower sense, it is to analyze product placement's offerings incorporated within TV series of the main Czech TV channels and also the perception of product placement.

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	93
Final grading	v ý b o r n ě (1)

Overall evaluation (cca 150 words):

The author selected an interesting topic and one that is highly relevant for today's business environment. Product placement is examined both from a theoretical and practical point of view; the author also conducted primary research on the perception of it. In addition, he was very motivated by the topic, worked independently and his enthusiasm shows in the overall quality of the work. There are, however, a few minor formatting issues which a final proofreading would have eliminated; e.g. typos on p. 67, 73 formatting issues in the lists of tables / graphs, etc. While the list of sources is solid, more diversity would have strengthened it even further. QUESTIONS: 1) What opportunities do you see for organizations to grow the use of product placement in the domestic market? 2) What areas within the realm of product placement would you recommend for further research, and why?

The name of the supervisor:

Gina Cook, PhD

The employer of the supervisor:

University of Economics, Prague - Department of International Business