

### ***Master's Thesis Evaluation by the Supervisor***

***Title of the Master's Thesis:***

Use of Online Marketing in the Czech Real Estate Market

***Author of the Master's Thesis:***

Ekaterina Ilinskaya

***Goals of the Master's Thesis:***

The goal of the thesis is to evaluate the use of online marketing tools used by Happy House Rentals Ltd and to propose improvements for their online marketing strategy.

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>84</b>
<b>Final grading</b>	<b>velmi dobře (2)</b>

***Overall evaluation (cca 150 words):***

The thesis is focused on the real estate (RE) sector and the use of online marketing within it. Emphasis is given to RE in the Prague metropole, which the author examines. The third chapter provides a case study on one particular agency, which the author analyzes. The thesis is relatively well organized, and chapter 3 provides some interesting insights. The use of resources is adequate, though it could have been strengthened by inclusion of a greater variety. The language level is sufficient, though a very final proofreading would have removed the remaining minor issues. QUESTIONS: 1) You are asked to outline a plan to optimize HHR's digital marketing over the next year; provide an action plan and support your ideas. 2) Scenario: A foreign RE agency wants to enter the Czech market and you are hired to be their marketing expert; they expect you to make some recommendations of how to proceed / where to focus, based on your assessment of opportunities / threats. Discuss.

***The name of the supervisor:***

Gina Cook, MBA, PhD

***The employer of the supervisor:***

VSE, KMO