

**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 this Master's Thesis is to evaluate the use of online marketing tools used by the Prague-based Real Estate company Happy House Rentals Ltd. and to propose improvements for their online marketing strategy.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	8
2. Demands on the knowledge	8
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	7
5. Making use of literature/other resources, citing	7
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
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>80</b>
<b>Final grading</b>	<b>Very good (2)</b>

**Overall evaluation, additional questions or comments:**

The theses has clearly defined objective, which is relatively well accomplished. As the main objective was the proposal in on-line marketing for researched company, I have missed clear summary of the action plane suggested. The theses have prevalingly descriptive character. Author could have done deeper analyses especially of the concepts of on-line marketing evaluation. Broader usage of the literature resource would have been advisable. In the application part author has well researched current activities of the Happy House Rentals suggesting some relevant improvements. This part of the theses can be well applied by the above the company.

Question for defense: 1. On page 37, you mentioned, that "different target groups are interested in different services of agencies". Could you please, based on your analyses, define in more detail (demographics, socio-economics and behavior) target groups for different services of Happy House Rentals?

2. You suggest more intensive presence on social media for Happy House Rentals. Could you please summarize what objectives for which services and target groups could be achieved through presence on various social media?

**The name of the supervisor:**

Ing. Markéta Lhotáková, Ph.D.

**The employer of the supervisor:**

University of Economics, Prague, Department of International Business