

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

The Effects of Online and Offline Marketing on Consumer Behavior in the UAE Telecommunication Industry

Author of the Master's Thesis:

Simona Makovská

Goals of the Master's Thesis:

The goal of the thesis is to identify the effects of online and offline marketing tools on consumer behavior in the UAE telecommunication industry.

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	9
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	7
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	79
Final grading	Very good (2)

Overall evaluation, additional questions or comments:

Author has presented these with interesting and quite unique topic. In the first chapter author has given an overview of on-line and off-line marketing communication tools. The extend of the analyzed literature and citations are on the average level. In the second chapter author has done interesting secondary research on UAE business environment and media usage. Primary research in the last chapter offers some interesting about consumer behavior / consumption of on-line and off-line media. Unfortunately there are little implications from for the communication industry suggested by the author, which is the main weakness of the theses. Also relevance of the respondents sample should have been considered in the research limitations, especially with demographic and nationality profile and share of the sample. Author could have used more visual aids (graphs, tables) especially when presenting various statistical data. Questions for defense: Based on your research, what communication strategy would you recommend for telecommunication company in UAE with respect to: a. traditional media - targeting (who is the target audience), objectives and media mix, b. with respect to the on-line media - targeting (who is the target audience), objectives and media mix

The name of the supervisor:

Ing. Markéta Lhotáková, Ph.D.

The employer of the supervisor:

University of Economics, Prague, Department of International Business