

Assessment of the Master Thesis – Supervisor

Study program: Economics and Management

Field of Study: International Business – Central European Business Realities

Academic Year: 2015/2016

Master Thesis Topic: Analysis of the Marketing Activities of the INEX-SDA Non-profit Organization

Author's Name: Michaela Zusková

Ac. Consultant's Name: Gina Cook, PhD

Opponent's: Iveta Cerná, PhD

	Criterion	Mark (1-4)
1	Overall objective achievement	1
2	Logical structure	1
3	Using of literature, citations	1
4	Adequacy of methods used	1
5	Depth of analysis	1
6	Self-reliance of author	1
7	Formal requirements: text, graphs, tables	1
8	Language and stylistics	1

Comments and Questions: The thesis focuses on marketing in the non-profit sector, and the author provides a detailed analysis of one particular organization in the Czech market and its marketing activities. She also conducted primary research regarding the brand awareness of INEX-SDA among its target consumers. The text uses a wide variety of relevant resources. Michaela was very independent and hardworking during the writing process, and as her supervisor, I appreciated the diligent focus and enthusiasm she allocated to the task.

- 1) In your recommendations, you mention INEX-SDA should concentrate on university relations and some possibility to establish closer relations with several local universities. Elaborate, and also include potential ways the NGO could do this in regards to your school.
- 2) You mention Europe's security crisis and migration as one major threat to the NGO. Might the migration situation also be considered an opportunity for them? Discuss.

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 1

Prague, 22 August 2016

Gina Cook, PhD

Supervisor