

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Development of a Social Network Monitoring Framework and Key Performance Indicators for a Professional Haircare Company

Author of the Master's Thesis:

Julia Elisabeth Maurer

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	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	99
Final grading	výborně (1)

Overall evaluation (cca 200 words):

When Julia came to me with the topic of her master thesis I thought immediately: This is exactly what we need! The the International Digital Departement we oversee all digital touchpoints of our markets worldwide. However so far there was no tool in place to get an proper overview of the performance. But this is key to improve our digital footprint and to adapt our digital strategy.

With the necessary theoretical knowledge Julia build a tool that allows us generate monthly performance reports for every market. Since beginning of August 2016 we started with the monthly send out to the marketing managers in the countries and the report is highly appreciated locally.

In her Mater Thesis Julia perfectly discribes relevance of digital performance tracking in the theoretical part. In the practical part she explains our current status in all details also with the necessary critical eye. The section about the tool and how it is structured contains all necessary information.

Overall I have to say that Julia wrote an excellent Master Thesis with a topic that had true relevance for us as a company.

Question/s from the opponent:

What would be the most urgent next step for the company to take in order to better measure the KPIs?
How to integrate competitors in the report and how can the company compare itself with the competitors?

The name of the opponent:

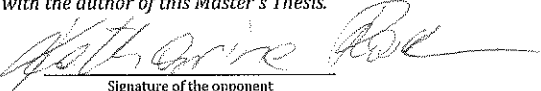
Katharina Roscher

The employer of the opponent:

Henkel AG & Co. KGaA

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

26 August 2016


Signature of the opponent