

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Content Marketing via Online Media in Interior Design Market

Author of the Master's Thesis:

Bc. Nina Jakešová

Goals of the Master's Thesis:

suggest recommendations to improve content marketing initiative of the selected company

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	7
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	7
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	86
Final grading	Very good (2)

Overall evaluation, additional questions or comments:

The thesis deals with a practical and interesting topic. The goal is not defined clearly and should have been more evident and also more ambitious. The theoretical part could be more detailed but it is very good though. I appreciate the primary research conducted among the target group representatives and the suggestions for the analyzed company which could be easily implemented by the company. On the other hand, the recommendations could be more concrete and more detailed. For the final defense I suggest following questions: 1. Describe in detail how the loyalty card works/ should work. 2. Would you suggest the company to use the fact that it cooperates with Czech designers in its communication? Explain your recommendations.

The name of the supervisor:

Ing. Petr Král, Ph.D.

The employer of the supervisor:

University of Economics, Prague, Department of International Business