

***Master's Thesis Evaluation by the Opponent***

***Title of the Master's Thesis:***

Content Marketing via Online Media in Interior Design Market

***Author of the Master's Thesis:***

Nina Jakešová

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	8
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>90</b>
<b>Final grading</b>	<b>výborně (1)</b>

***Overall evaluation (cca 200 words):***

In the theoretical part Nina demonstrated solid knowledge of in content marketing topic and summarized opinions and observations of many thought leaders in this area on both local and international level.

In the practical part of the theses she performed an good analysis of one specific portal insidcor.cz whose business purpose is based content marketing success of which drives success of the overall business model of the portal.

She created a tight and logical link between the content marketing theoretical statements and observations from the analysis of the portal resulting in easy to understand conclusions.

I appreciated the list of reasonable, concrete, structured, justified recommendations which are feasible to implement. I also liked the distribution of all these recommendations into a matrix with respect of their impact (low/ high) and ease of implementation (easy/ difficult).

I truly believe that Nina did a solid job meeting the purpose and objectives of the thesis.

***Question/s from the opponent:***

How would you assess maturity of content marketing in the Czech republic in relation to leading countries like US? (please cover: Awareness, Extent of usage, Perception by customers)

***The name of the opponent:***

Martin Vurm

***The employer of the opponent:***

PwC Advisory

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

11 August 2016

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Signature of the opponent