

Assessment of Master Thesis

Master Thesis academic consultant: Ing. Petr Král, Ph.D.

Master Thesis author: Igor Tadić

Subject: Neuro- Linguistic Programming Principles in Marketing Communication and Sales

Demand factors:			
Theoretical background	Average	X	Above - average
Data used	Average	X	Above – average
Methodology used	Average	X	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement		X		
Self-reliance of author		X		
Logical structure	X			
Using of literature, citations		X		
Adequacy of methods used		X		
Depth of analysis		X		
Form of MT: text, graphs, tables		X		
Felicitousness	X			

Usefulness of results in practice and theory: average

The master thesis deals with an up- to- date but partly controversial topic. The author described the relevant theory and conducted research in a company that uses the NLP methods in its work. The analysis of the usage of the NLP methods should have been deeper and more structured. Also the formal layout of the thesis should have been better. The author also should have double- checked some the language to avoid unnecessary mistakes.

Discussion topics for the defense:

1. What are the main ethical concerns related to the usage of the NLP in business situations?
2. How would the fact if the customer knows the methods of NLP influence the chance to successfully accomplish the interview?

Master Thesis is recommended for defense.

Grade proposed very good

Prague, 15th September 2013

Signature of academic consultant