

## Assessment of the Master Thesis – Opponent



Study program: International Economic Relations

Field of Study: International Business – Central European Business Realities

Academic Year: 2016/2017

Master Thesis Topic: **Use of social media for educational services promotion**

Author's Name: **Kolomatskyi Artem**

Ac. Consultant's/Supervisor's Name: **PhDr. Ing. Antonín Pavlíček, Ph.D.**

Opponent's Name: **Ing. Jan Havlík, Ph.D.**

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

### Comments and Questions:

The author of the thesis deals with a study of Social Media Marketing and their role in educational services promotion. The thesis is relatively wide (77 pages of text), but unfortunately, the scope of the thesis is not appropriately used, and the thesis is poorly segmented. A theoretical background of the thesis (part 1) fills 54 pages, whereas a provided research includes only 19 pages. This disproportion is moreover supported by weak results. It is difficult to distill what are the key results of the thesis. Direct answers to the two questions from the Introduction are missing in the thesis.

What could You indicate as a key contribution of the Social Media Marketing (SMM) for the internet promotion? Could You briefly compare the advantages and disadvantages of SMM and marketing based on traditional web-based technologies (e.g. PPC campaigns etc.)?

**Conclusion:** Master Thesis is recommended for the defense

**Suggested Grade:** 2-3

Prague, 19. 5. 2017

  
Opponent