University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Opponent

Title of the Master´s Thesis:

Online Marketing Focused on Google Adwords and Facebook - Eshop Yapko.cz Case Study

Author of the Master´s Thesis:

Bc. Duc Hoang Do

Goals of the Master´s Thesis:

to serve as a business document which would support a newly launched eshop Yapko.cz with it online marketing activities, especially from the PPC point of view

EVALUATION OF THE MASTERS´ THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and formal requirements, extent	7
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	**88**
Final grading	*Very good (2)*

Overall evaluation, additional questions or comments:

The author selected practical/ business orineted topic which I appreciate. From this perspective I can say that the author accomplished the goal set in the introduction and prepared a logical "manual" for the start up. On the other hand, I feel that the thesis lacks a bit of theoretical background which, combined with the practical points, could be even more inspiring for the company. The "theoretical" parts mainly deals already practical things. The only real "theory" is represented by the chapter 5, which is unfortunately just one page long. I think that here the author could have elaborated much more not only on the STDC but also on other "theories" explaining consumer decision making and how this could be influenced by marketing communication. Also all figures in the thesis lack proper quotation of the sources and are not always connected to the text. Citations do not follow any particular norm. For the defence I suggest following question: One of the key issues for every newly established brand is to get its brand known among the target group. What should the company do to increase its brand awareness among the target group? Will online marketing be efficient enough to be used here or should it be combined with some offline tools? How would you measure the impact?

The name of the opponent:

Ing. Petr Král, Ph.D.

The employer of the opponent:

University of Economics, Prague, Department of International Business

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

04 September 2017

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Signature of the opponent