

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Digital marketing strategy for generating sales leads – case study of Hilti

Author of the Master's Thesis:

Bc. Petr Báša

Goals of the Master's Thesis:

To identify the key success factors of digital marketing communication strategy with the goal of generating leads for Hilti strategic services.

Evaluation:

| | Criteria | Description | Max. points | Points |
|-------------------------|-------------------------------|---|-------------|--------|
| Content 70% | Output Quality | The author presents a very interesting and well-written practical thesis, with clear research questions (see p. 29), logical structure, appropriate research method, and relevant outcomes. These outcomes are well integrated in figure 7 (p. 52). | 20 | 19 |
| | Goals | The goals of the thesis are evident and accomplished. | 10 | 10 |
| | Methodology: | The author used a qualitative research method (semi-structured interviews with 10 Hilti digital marketing managers and sales managers), which is consistent with the research goals. The quality of the realized research study is high. | 20 | 18 |
| | Theory/ Conceptualization: | The author demonstrated an excellent understanding of the topic area. The literature review is well written, balanced and focused (on research goals). Academic research papers are used extensively. | 20 | 19 |
| Formal requirements 15% | Structure: | The thesis is well structured and logical. The structure is consistent with the research goals. | 3 | 3 |
| | Terminology: | The linguistic and terminological level of the thesis is high. | 4 | 4 |
| | Formalities: | Formal requirements are filled appropriately. | 4 | 4 |
| | Citing: | The quality of citing is appropriate. | 4 | 4 |
| Delivery 15 % | Presentation document: | Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently? | 5 | |
| | Presentation skills: | Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner? | 5 | |

| | | | | |
|--|----------------|--|-----|---|
| | Argumentation: | Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations? | 5 | |
| | | | 100 | 0 |

Other comments:

This is a practical thesis with clear goals and relevant practical outputs. The author identified 7 key success factors which are well described. I appreciate also high quality of the literature review.

Questions or comments to be discussed during the thesis defence:

Will your outcomes be used in your company? How?

The name of the Supervisor:

Doc. Ing. Miroslav Karlíček, Ph.D.

The employer of the Supervisor:

Department of Marketing, VŠE

Date 28. 5. 2018

Signature of the Supervisor:
