

## Assessment of the Master Thesis – Supervisor



Study program: International Economic Relations  
Field of Study: International Business – Central European Business Realities  
Academic Year: 2017/2018  
Master Thesis Topic: Online Marketing- Website Promotion Analysis  
Author's Name: Omar-Nikoloz Mikeltadze  
Ac. Consultant's Name: Ing. PhDr. Antonín Pavlíček, Ph.D.  
Opponent's Name: Ing. Martin Potančok, Ph.D.

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

### Comments and Questions:

Submitted version of diploma is significantly better than the original one, presented in May. Still, quite short, but at the level, which is acceptable as a final work of university study. It focuses on viral marketing, specifically on campaign planning, but the analysis should be way deeper. Apart from some typos and typographical errors, the work can be a bit more analytical. On the plus side – author was able to get original primary data for analysis and to some extent answer research questions.

### Questions:

- 1) Summarize the main findings of your diploma thesis.
- 2) Explain, how you got the primary data (Netvizz) and which tools were employed to analyze them.

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

**Suggested Grade:** C - good

Prague, 10. 9. 2018

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Academic Consultant/Supervisor