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: Viral marketing - Campaign planning and implementation
Author´s Name: Bc. Vladimir Shpilkin
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	3
4	Adequacy of methods used	4
5	Depth of analysis	4
6	Self-reliance of author	3
7	Formal requirements: text, graphs, tables	3
8	Language and stylistics	3

Comments and Questions:
Frankly, this is one of the weakest Diploma Thesis I have ever supervised. Overall achievement is quite small, depth of analysis is superficial, used methodology questionable and the results are just at a passing lever. Typographical and orthographical level of the work is weak as well. Saying all that, I must admit, that the work may barely pass the level expected for the university degree thesis. If very well argued and defended, it could be given chance to pass.

Questions:
1) Summarize the main findings of you diploma thesis and present your own contribution to the topic.
2) Explain why an interview is questionable research tool and which other scientific methods can be use instead.

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

Suggested Grade: C – good or Fail (based on the performance).

Prague, 10. 9. 2018   ………………………………….

                                        Academic Consultant/Supervisor