

Assessment of the Master Thesis – Opponent



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: Vladimír Špilkin
Ac. Consultant's/Supervisor'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	3
3	Using of literature, citations	3
4	Adequacy of methods used	3
5	Depth of analysis	3
6	Self-reliance of author	-
7	Formal requirements: text, graphs, tables	3
8	Language and stylistics	3

Comments:

This master thesis focuses on viral marketing, specifically on campaign planning and implementation. The topic of viral marketing is interesting and relevant to current research. The aim of the thesis is to analyse viral campaigns, the process of their creation and implementation. I appreciate the risk analysis done by the author (including lifetime specification). There are several flaws (listed below) in this thesis.

- There is no review of (link to) thesis on a similar topic.
- How have the principles of a successful word of mouth campaign (p. 24) been defined?
- The structure of chapter 2 (i.e. 2.7 and 2.8) is not clear, chapter 2.8 seems to be rather a subchapter of 2.7.
- The time unit in Table 1 (p. 39) is not specified.
- It is not clear how interviews (p. 42) were conducted.
- Flash games are included among main media formats (p. 55). Actually, Flash is a deprecated platform which was replaced by HTML5.

The text of this thesis contains several grammatical and formal layout errors, e.g. different indentation, citations and graphs styles.

Questions and remarks to the defense:

- Do the creation and implementation principles differ across industries?
- Is viral marketing also usable in non-profit sectors (i.e. healthcare, education)?

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 3 (good)

Prague, September 4, 2018

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Opponent