

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2018/2019**

Master Thesis Topic: **Social Marketing – an approach to improve bystander CPR?**

Author's name: **Bettina Leitner**

Ac. Consultant's Name: **doc. Ing. Ludmila Štěrbová, CSc.**

Opponent: **prof. Dr. Nils Mevenkamp**

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

Comments and Questions:

The MT fulfills all the requirements given on this type of academic work. The author proved to be able to critically assess and evaluate the topic based on a relevant research and knowledges using.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 21/09/2018

doc. Ing. Ludmila Štěrbová, CSc.
Academic Consultant