

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