



INTERNATIONAL HEALTH & SOCIAL MANAGEMENT - 2016

evaluation of the master thesis.

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EVALUATION OF THE MASTER THESIS

Master thesis title:	SOCIAL MARKETING - An approach to improve CPR performance?		
Examinee:	Bettina Leitner, BA	Student ID number:	1610360018
Supervisor:		Overall Grade:	Good (2)

SCORES – OVERALL GRADING SCALE:

100 – 90	excellent (1)
89 – 80	good (2)
79 – 70	satisfactory (3)
69 – 60	sufficient (4)
59 – 0	insufficient (5)

City, Date: ...Innsbruck, 16.08.2018.....

Signature: 
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FH-Prof. Dr. Nils Mevenkamp, Johanna Kostenzer, MA, PhD

EVALUATION CRITERIA	REMARKS	POINTS (0-100)	FACTOR OF WEIGHTING	POINTS X WEIGHTING
Quality regarding content				
<ul style="list-style-type: none"> Scientific foundation Quality of used references; adequacy of literature review Practical relevance Summary and reflection Individual contribution and independence in development of thesis 	Original and independent research based on a clear problem statement. Development of main arguments and research question was considerably assisted by supervisor. Literature is partly of good quality, but the reference list lacks many bibliographic details. Theoretical arguments are outlined well, their role for empirical research, however, is not always clear. Thus, operationalization of relevant terms is vague..	75	0,5	37,5
Structural quality				
<ul style="list-style-type: none"> Structure and outline (clear, logical, comprehensible) Congruency of objective, layout and argumentation Approach to problem solving (process, applied method) Linkage of theory and practice 	Well-structured and comprehensively written text. Applied methods are always appropriate. Practical implications are a little speculative, although still reasonable.	85	0,3	24
Formal quality				
<ul style="list-style-type: none"> Extent is consistent with specifications Correct and complete mode of citation Style and language Overall impression 	The acceptably short text is written in fluent English. Overall layout is good, charts are excellent and indicate a high level of finishing work.	90	0,2	18
FINAL GRADE			1,0	80