

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Channel Marketing Management for the Industrial Manufacturer

Author of the Master's Thesis:

Bc. Ulyana Makarava

Goals of the Master's Thesis:

The objective is to create an actionable set of recommendations on channel marketing strategy for "Alfa" company to drive growth in the selected markets and increase efficiency.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	The results of both primary and secondary research were mostly well interconnected. In the final chapter author have focused on answering her research questions / areas, rather than focusing on the main objective - how to drive growth in the selected markets and increase efficiency of the "Alfa" company. On the tactical level the results are highly applicable for the company	20	16
	Goals	The goal of the theses is evident. Author has defined 5 reseach questions / areas to specify her primary research related to the researched company. She has also clearly explained what will be and what will not be in scope of her secondary research focused on literature overview. Interconenction of both areas of research is mostly solid	10	9
	Methodology:	As research objects / respondents were representatives of Alfa companies' distributors, the applied research method - qualitative, structured interviews - was adequeted. Some miner weaknesses in execution (eg. no transcript of interviews) as well as result presentatiions (not were easy to follow, wider use of tables / charts to summarize the results ..)	20	16
	Theory/ Conceptualization:	Author have worked with wide range and number of relevant literature. She analysed in detail definitions and different concepts relevant for chanel marketing esp. channel relations, partner distributor motivations and performance assessments. She also outlined some theoretical concepts of BtoB marketing within distribution channel. This part of the theses was a bit too long, some ideas were repeated. More analytical rather than descriptive attitude would have improved the outcome	20	16
Formal requirements 15%	Structure:	The theses is well organized, with logical chapetrs. As mentioned previously more analytical attitude in both parts would have improved the outcome	3	2
	Terminology:	The terminology was used correctly, exceptional misspelings or typing mistakes occured	4	3
	Formalities:	Formal layout was good, more graphical tools as tables, charts etc. could have help to make the text easier on eye	4	3

	Citing:	Ephorus Exceptionally missing citations or incorrectly cited	4	3
Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

Klikněte nebo klepněte sem a zadejte text.

Questions or comments to be discussed during the thesis defence:

In chapters 3.4.3 and 3.4.4. you discuss channel incentives and partner programs. Can you please differentiate between the two and demonstrate on an example from bus. practice?

Based on your findings, can you please set three top marketing priorities in channel marketing of Alfa company?

Can you elaborate more in depth on your suggestions concerning your research question 2, especially 2nd part (How else channel performance can be measured in distribution channels? What frameworks can be used for complex assessment to prioritize partners with the highest potential?, page 96)

The name of the Supervisor:

Ing. Markéta Lhotáková, Ph.D.

The employer of the Supervisor:

KMO, VŠE

Date 21. 1. 2019

Signature of the Supervisor:
