

## SUPERVISOR'S REVIEW OF MASTER'S THESIS

**Name of student:** Bc. Bin Ma

**Thesis title:** The Effectiveness of Guerrilla Marketing

**Reviewer :** prof. Ing. Hana Mohelská, Ph.D.

**Thesis objective:** The aim of this thesis is to explore the phenomenon, and effectiveness, of guerilla marketing. The research undertaken is aimed to define effective marketing channels, whilst moreover, through analysis of guerrilla marketing campaigns undertaken by Coca-Cola, create the foundation for further research of the topic.

Criteria required for evaluation	Evaluation scale (grade)					
	A	B	C	D	E	F
Content relevant to the field of study	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Setting and meeting objectives	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treating theoretical aspects of the topic	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treating practical aspects of the topic	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of applied methods and their use	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth and accuracy of implemented analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with literature sources	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logical structure and composition of the thesis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Language and terminology	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student's contribution	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practical applicability of results	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Comments and recommendations:

Formal aspects of the text such as format unification of graphs are missing. Some graphs are too large - for example, Fig. 1. Some graphs and pictures are badly readable for example, Fig. 4. The formal mistake is in Fig. 10 – covis x covid.

Result in anti-plagiarism control 8%. The similarity to the author's bachelor's work is 5%. The author's bachelor's thesis is not listed in the chapter 7 – Bibliography.

### Overall assessment and reasons for the final grade:

The author has worked on the Master's thesis systematically, correctly interpreting the obtained results, and with regard to the theoretical knowledge of the given subject. The chosen methods, as well as their application, are adequate. It is a pity that the author did

not use benchmarking with a competing firm, for example. The theses would be more comprehensive and the results more meaningful.

Based on the above mentioned, I can claim that the aim of the work has been fulfilled, and the Master's thesis is in accordance with the guidelines for authors.

**Questions for oral defence:**

- Who are the Coca-Cola Company competitors? How looks their Guerilla Marketing?

**I recommend the thesis for oral defence.**

**Suggested final grade: C**

**Hradec Králové, 03/01/2022**

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