

## OPPONENT'S REVIEW OF MASTER'S THESIS

**Name of student:** Ma Bin

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

**Reviewer :** Tomas Ledvinka

**Thesis objective:** to find efficient marketing strategies of a company in question on the basis of an analysis on the research data.

Criteria required for evaluation	Evaluation scale (grade)					
	A	B	C	D	E	F
Content relevant to the field of study	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Setting and meeting objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of applied methods and their use	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth and accuracy of implemented analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal layout	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student's contribution	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practical applicability of results	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Comments to results of anti-plagiarism check:

The check reports an overall similarity 8%. I found no obvious deficiencies.

### Comments and recommendations:

Guerrilla marketing is extremely interesting but also highly controversial concept. Its critiques are usually articulated in terms of commercial expansion or even colonisation of spaces (both physical and social) that were so far relegated to the free expression (defined mostly as public) or the appropriation of cultural forms that were originally meant to resist mainstream culture and protect some areas from intentional profit-oriented marketing strategies. Even though the author is primarily oriented to efficiency, the fact (rather than the perception) that guerrilla marketing is based on the intrusion into free spaces still has to have impact upon its efficiency. The recommendation about the use of guerrilla marketing to propagate environmental awareness of the company in question does not reflect in which way this is actually helping or hurting environment. So what is utterly missing in the work is a reflection of its responsibility and ethical dimension as well as the reflection upon various (not only the just mentioned) criticisms. Their incorporation would certainly led to an improvement of the work.

I had some difficulty to find the methodological section.

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

I found the work interesting, nicely neated and cruspy. Sometimes, however, is confined to definitions of concepts only and the intellectual work with them is limited merely to a schematism of advantages/disadvanteges. Some parts such as 4.1 Coca-Cola History seems to be just one long citation which, moreover, does not seem to have any function in the text.

**Questions for oral defence:**

Theoretical question: Since particular querilla marketing strategies could be easily annoying to others, will you be able to define its relationship to the concept of public or private nuisance?

Empirical question: Clarify what are your(?) research data? How they were gathered?

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

**Suggested final grade: B**

**Mníšek pod Brdy, 03/01/2022**

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signature