

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by Opponent

Thesis Title **Effectiveness of online marketing communication**

Name of the student **B.Sc. Meri Grigolia**

Thesis supervisor **Ing. Richard Selby, Ph.D.**

Department **Department of Management**

Opponent **Ing. Dagmar Charvátová, Ph.D.**

Thesis topic and thesis significance (relevance)	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Evidence of a logical process being used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Theoretical background of an author	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Work with scientific literature (quotations, norms)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the thesis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Formal presentation of the work, the overall impression	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Fulfillment of objectives	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Formulation of conclusions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Professional contribution of the work and its practical usage	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Summary and key-words comply with the content of thesis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				4

Evaluation: 1 = the best

Date 08/01/2019

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Signature of Opponent

Other comments or suggestions:

Student wrote her thesis on topic: Effectiveness of online marketing communication. However, she did not write her thesis on this topic. She did not mention marketing communication in her thesis. In addition, student did not set up correctly objectives, methodology. Student did not write her thesis according norm ISO 690 and 690 – 2. Work with data and information are faintly. She should clearly set up the objectives and methodology and write thesis on topic, which she choose.

I do not recommend this thesis for defence.

Questions for thesis defence:

1. Why did you not write about marketing communication?
2. Why did you choose local and international travel agency?



Date 08/01/2019

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Signature of Opponent