

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by supervisor

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**

Formulation of objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Choice of appropriate methods and methodology used	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Logical process being used, work with data and information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Theoretical background of an author	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The structure of paragraphs and chapters	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Work with scientific literature (quotations, norms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Comprehensibility of the text and level of language	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Clarity and professionalism of expression in the work	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Formal presentation of the work, the overall impression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fulfillment of objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Formulation of conclusions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Professional contribution of the work and its practical usage	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Summary and key-words comply with the content the thesis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Author's stance and approach to the addressed problems	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Author's co-operation with supervisor and department	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Evaluation of the work by grade (1, 2, 3, 4)				3

Evaluation: 1 = the best

Date 15/01/2019

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Supervisor signature

Other comments or suggestions:

The terminology used in this thesis is rather muddled, with various terms being used alongside "Marketing communication", such as "E-communication" and "Online communication", serving to confuse the reader.

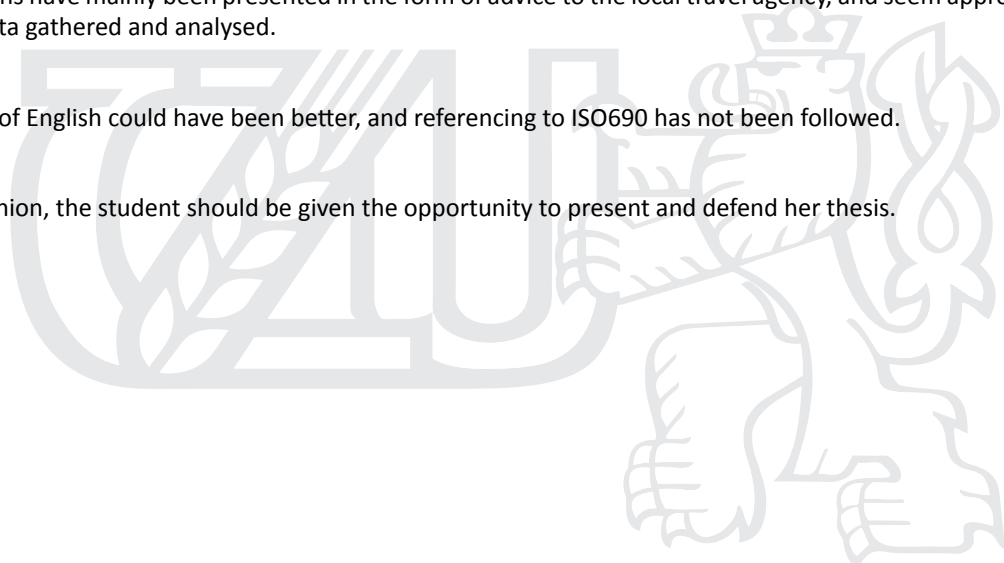
The underlying aim is to determine the benefits of communicating with customers and potential customers using internet technologies. Amazon is introduced as an example of a successful business in this respect, before going on to compare two travel agencies – one local and one global.

Data about both agencies has been collected and analysed. Comments are made regarding the numbers resulting from the surveys and percentages calculated, but better graphics could have been used to illustrate these (see table 9.1 – page 49 as an example).

Conclusions have mainly been presented in the form of advice to the local travel agency, and seem appropriate based on the data gathered and analysed.

The level of English could have been better, and referencing to ISO690 has not been followed.

In my opinion, the student should be given the opportunity to present and defend her thesis.



Plagiarism control: The system Theses.cz has assessed the thesis as original.

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