

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title **Impact of digital marketing on brand management in the Czech Republic and Turkey**

Name of the student **Rumeysa Kahraman**

Thesis supervisor **Ing. Kristýna Kučírková, MSc**

Department **Department of Languages**

Opponent **PhDr. Mgr. Lenka Kučírková, Ph.D.**

Logical process being used	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input 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
Formal presentation of the work, the overall impression	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives and Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<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 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 checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content the thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives, formulation of conclusions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)	3			

Evaluation: 1 = the best

Date 27/04/2023

el. signed by PhDr. Mgr. Lenka Kučírková, Ph.D. on 27/04/2023 20:18
Signature of Opponent

Other comments or suggestions:

The presented bachelor thesis deals with the impact of digital marketing on brand management in the Czech Republic and Turkey. The theoretical part is comprehensive and is followed by the practical part, the methodology of which is based on the analysis of digital marketing data on the brands available in the Czech Republic and Turkey. Descriptive and comparative research approaches were utilized. Company names are not disclosed upon the request.

The finding that the digital marketing has a positive effect on brand management and brand awareness in both countries was identified. Results were evaluated, conclusions formulated. It would be beneficial if they were elaborated more in detail.

I recommend the thesis for the defence with a final proposed mark "good".

Questions for thesis defence:

1. What digital marketing channels are examined within the scope of this thesis? Which of them is the most used to reach wider audiences and why?
2. What was the reason that the inflation rate in Turkey did not have a negative impact on digital marketing as in the Czech Republic.

Date 27/04/2023

el. signed by PhDr. Mgr. Lenka Kučirková, Ph.D. *on* 27/04/2023 20:18
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