

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by supervisor

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**

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

Evaluation: 1 = the best

Date 28/04/2023

el. signed by Ing. Kristýna Kučírková, MSc on 28/04/2023 04:01
Supervisor signature

Other comments or suggestions:

The author of the bachelor thesis dealt with the topic "Impact of digital marketing on brand management in the Czech Republic and Turkey". The author demonstrated good orientation in the chosen issue and the ability to use the theoretical basis for the practical part of the work. The objectives of the thesis were met and methods were selected appropriately.

Overall, I mark the bachelor thesis as very good and recommend it for the defense.



Plagiarism control: The system Theses.cz has not assessed the thesis as suspicious.

Date 28/04/2023

el. signed by Ing. Kristýna Kučírková, MSc on 28/04/2023 04:01
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