

**Master's Thesis Assessment
Reviewer's Report**

Student's name: Bc. *Oksana Konyk*

MT Reviewer: *Ing. Petra Barešová, MSc.*

Acad. year: *2016*

MT topic: *Marketing strategy of AEGEE Brno*

In criterion 1, assess the thesis topic difficulty.

Assess criteria 2 - 6 as follows:

- 5 points – excellent – outstanding performance
- 4 points – very good – high-quality performance
- 3 points – good – fulfilled without reserve
- 2 points – satisfactory – with significant but not crucial insufficiencies
- 1 point – sufficient – meeting basic requirements only
- 0 points – unsatisfactory

ASSESSMENT CRITERIA	Points
1. Thesis Topic Difficulty:	3
a) the analysed issue is complex	
b) data acquisition is demanding	
c) data processing is demanding	
2. Meeting the Thesis Objectives:	2
a) the thesis objectives are clearly defined	
b) the methods of thesis processing are clearly defined	
c) the presented thesis objectives correspond to the thesis topic	
d) the applied methods and procedures are suitable to meet the thesis objectives	
3. Theoretical Background:	1
a) the theoretical background includes a critical literature review	
b) the theoretical background is based on appropriately selected domestic and foreign literature sources (considering the relevance, topicality and type of publications)	
c) literature sources are quoted properly	
4. Practical Application – Analysis:	1
a) the practical application contains theoretical knowledge	
b) the chosen methods were applied accurately	
c) the application of methods is described sufficiently	
d) the thesis contains an overall assessment of the status quo	
e) conclusions of analyses are well-founded	

5. Practical Application – Project:	1
<ul style="list-style-type: none"> a) the project part of the thesis extends the theoretical knowledge b) the project part of the thesis is a follow-up to the analysis results c) the thesis provides conclusions and possible applications of recommendations d) suggestions are supported by fully adequate arguments e) the thesis includes the impacts of the recommendations f) the thesis meets the set objectives 	
6. Formal Layout:	2
<ul style="list-style-type: none"> a) the text is logically sequenced b) the thesis provides appropriate terminology c) literature sources are quoted in compliance with a required standard d) the language level meets the requirements of Master's thesis e) the graphic layout meets the requirements of Master's thesis 	
TOTAL POINTS	10

Overall thesis assessment and questions for the defence:
(Both the Master's thesis supervisor and reviewer present their questions.)

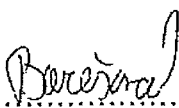
The topic of this master thesis is very useful especially for its focus on student non-profit organization. However, the work has significant weaknesses. There is not conclusion of the theoretical part and deep focus on marketing mix which is main part of the project. The work includes lots of formal mistakes. Particularly, the structure of the work is not clear and does not follow the requirements for the work. The introduction and analysis of the company should be rather included in the project part. In the chapter 3.1. are missing references. Research questions, aims and objectives are very different in each chapter (pp. 70, pp.55, pp. 10) and they are not integrated. In the page 41, chapter 3.4 – There are mentioned respondents and their answers, but the part related to the research is included in the next chapter 6. The project part is very shallow without the details and particular suggestions. Moreover, the second point of the Master's Thesis Assignment "Prepare the project of new marketing strategy for the next 2016 -2018" is not accomplished. There is not time schedule of project and each activity. There is weak link between the primary research and the project. The objectives of projects are not set up according to the analysis SMART, which is mentioned in the work (p.70). I do not understand if the aim of the project is to organise educational workshop or promote the organisation.

1. I do not understand if the aim of the project is to organise educational workshop or promote the organisation. Please, could you explain it?
2. Please, could you suggest the time schedule of the project and each activity?
3. PEST: Why do you include the interest of Czech people in citizen-action associations in the political factors? Why do you include "support from structural funds" in the technological factors? How do you mean it? Please, explain it.
4. In the chapter 8.2.3 are mentioned different events where the organisation can be promoted. What about the costs?
5. As you are member of the organisation, what are the main benefits to be member of this group? What does give it to you?

The contents of Master's thesis handed over are identical with the electronic version entered in the IS/STAG. Based on the results, it was found that the thesis is free of plagiarism.

The thesis meets the criteria for the defence of the MT¹.

In Zlín on:


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Signature of Master's thesis supervisor

¹ *The thesis does not meet the criteria for the defence of the MT if at least one criterion is assessed by 0 points.*

