

Diploma Thesis Supervisor's Review

Author	Vlada Plotnikova		
Title	Sponsorship As a Marketing Tool to Increase the Brand Awareness of the Russian Motorsport Team		
Field/Form of Study	Marketing Communication/Full-Time	Year	2021/2022
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	B
2 The setting of the goals and research methods	40	B
3 The quality of the theoretical part of the work	50	B
4 The quality of the analytical part of the work	50	C
5 The quality of the project part of the work	50	B
6 Fulfillment of the goal of the work	60	B
7 Text structure and logic	40	B
8 The quality of resources and their use	40	C
9 Linguistic and formal standards of the work	30	C
Evaluation based on the weighted average	1,48	B

Evaluation, comments, remarks and suggestions:

- A well-chosen topic of sponsorship, which offers significant marketing opportunities to appeal to the audience and show support.
- The thesis is clear and well-structured, the theoretical part is well-written and it reflects the contents in both the analytical and project parts of this work.
- The author set up a clear main goal and four sub-goals, stated three appropriate research questions and applied adequate research methods.
- In the analytical part, more detailed data interpretation would be expected but cross-tabulation is appreciated.
- In the practical part, there is no chapter devoted to the answers of the research questions stated in the methodological part of this work.
- The introduction from researcher on p. 55 should be part of the Appendix.
- In figures, decimal points should have been used instead of commas (e. g. p. 42).
- Figure 4 on p. 26 could have been presented in colors.
- Missing sources of some figures are a weakness, even though it is clear that these are the results of the author's own work.
- Minor language mistakes.

Task:

- Prepare brief answers to your research questions.

Plagiarism control was negative – the system found 3% agreement.

In Zlin on 10 May 2022

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01