

Master's Thesis Assessment Reviewer's Report

Student's name: *Bc. Natalia Vataman* MT Reviewer: *Mgr. Ing. Barbora Haltofová* Acad. year: *2015/2016*

MT topic: *Project of Email Marketing Campaign for Selected Company*

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

5. Practical Application – Project:	3
a) the project part of the thesis extends the theoretical knowledge	ano
b) the project part of the thesis is a follow-up to the analysis results	ano
c) the thesis provides conclusions and possible applications of recommendations	ano
d) suggestions are supported by fully adequate arguments	ano
e) the thesis includes the impacts of the recommendations	ano
f) the thesis meets the set objectives	ano
6. Formal Layout:	2
a) the text is logically sequenced	ano
b) the thesis provides appropriate terminology	ano
c) literature sources are quoted in compliance with a required standard	částečně
d) the language level meets the requirements of Master's thesis	ano
e) the graphic layout meets the requirements of Master's thesis	ne
TOTAL POINTS	20

Overall thesis assessment and questions for the defence:

(Both the Master's thesis supervisor and reviewer present their questions.)

The MT deals with the issue of e-mail marketing. The theoretical part has its logical structure; nevertheless the formal level is weak. Firstly, some references are not quoted in compliance with a required standard, and secondly figures are not referred well in the text. Some of them are not even named (p. 27).

The analysis contains the description of current situation of Moldavian wine market as well as of the marketing activities of Purcari wine company. Based on the analysis of the current marketing situation of Purcari wine company author propose the e-mail marketing strategy. The recommendations seem to be logic and reasonable. The cost, risk and time analyses of proposed strategy were done. All the objectives were met in the way they had been set.

Questions:

Could you recommend any e-mail marketing software suitable for Purcari wine company?

Is Purcari wine company willing to implement proposed email marketing strategy?

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: 8th May 2016

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Signature of Master's thesis reviewer

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