

Diploma Thesis Opponent'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	Peter Štarchoň, prof. Mgr., PhD.		

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	a
3 The quality of the theoretical part of the work	50	a
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	b
9 Linguistic and formal standards of the work	30	b
Evaluation based on the weighted average	1,38	B

Evaluation, comments, remarks and suggestions:

- An interesting topic was chosen.
- The relevant sources were selected consistently.
- The theoretical part is based on the literature review and secondary research respecting the topic's attractiveness.
- The diploma thesis fulfils the given formal requirements.
- The main objective was supported by relevant partial goals within the given methodology of the work.
- The results of the primary quantitative research were presented in a descriptive manner, at least pivot tables would be welcome.
- Four hypotheses were mentioned and were confirmed, but not explicitly defined and statistically tested. The quantitative analysis based on relevant methods was missing.
- As far as the project is concerned, the selected suggestions could be applied in real practice.

Questions:

- How to measure the sponsorship effectiveness? Briefly describe selected metrics.
- What are the main limitations of the primary quantitative research and particular results presented in the diploma thesis?
- How did you validate the four hypotheses?
- Identify the strengths and weaknesses of co-branded marketing communication campaigns.

In Zlin on May 10th 2022

Signature: Peter Štarchoň, 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