

Diploma Thesis Opponent's Review

Author	Lidiia Skrypniuk		
Title	A Proposal of Online Marketing Communication Strategy for AGRO VINICA s.r.o.		
Field/Form of Study	Marketing Communications/Full-Time	Year	2024/2025
Review's Author	prof. Mgr. Peter Štarchoň, PhD.		

Evaluated parameter	Weight	Evaluation
Fulfillment of the topic and extent of text	30	a
The setting of the goals and research methods	40	a
The quality of the theoretical part of the work	50	a
The quality of the analytical part of the work	50	b
The quality of the project part of the work	50	b
Fulfillment of the goal of the work	60	a
Text structure and logic	40	a
The quality of resources and their use	40	a
Linguistic and formal standards of the work	30	a
Evaluation based on the weighted average	1,17	A

Evaluation, comments, remarks and suggestions:

- The diploma thesis focuses on a highly relevant issue with a strong emphasis on practical applicability. The author demonstrates clear personal engagement with the researched topic and effectively draws on her own professional experience, that is remarkable.
- The theoretical foundations are appropriately developed within the context of the chosen topic. I appreciate the inclusion of the development of e-commerce in Slovakia, as well as the analysis of the lawn and garden market in the country.
- The research questions were answered, supported by the appropriate combination of research methods. Hypotheses were not formulated, which is understandable given the limitations of the primary quantitative research.
- The application of benchmarking is appreciated.
- Regarding the primary quantitative research, the use of the Net Promoter Score (NPS) could have been considered. Similarly, the SWOT analysis might have benefited from quantification to provide more precise insights.
- In the project section, although the proposed project demonstrates strong application potential, there is an area for discussion regarding the proposed budget, particularly concerning personnel and production costs, which were not explicitly considered.

Questions:

- Identify, please, the differences between online and digital marketing and marketing communications.
- Do you consider the Net Promoter Score (NPS) method appropriate for long-term monitoring of customer satisfaction and loyalty for AGRO VINICA? How would you recommend its implementation?
- What are the potential limitations of implementing the proposed strategic recommendations in relation to the company's budget and human resources and what alternative solutions would you suggest to overcome these challenges effectively?

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

- To what extent could the expansion of digital marketing tools to include personalised communication and marketing automation utilising the potential of artificial intelligence be beneficial for AGRO VINICA?

In Zlin on 8 May 2025

Signature: Peter Štarchoň, v. r.