

Diploma Thesis Supervisor'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	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

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	A
The quality of the project part of the work	50	A
Fulfillment of the goal of the work	60	A
Text structure and logic	40	A
The quality of resources and their use	40	B
Linguistic and formal standards of the work	30	B
Evaluation based on the weighted average	1,12	A

Evaluation, comments, remarks and suggestions:

- This thesis fully covers the assigned topic with a balanced and well-developed structure across theoretical, analytical, and project parts.
- The objectives are clearly formulated and achieved; the mixed-method approach (quantitative questionnaire, interview, benchmarking, internal data analysis) is well justified and executed.
- Thorough and up-to-date theoretical background with a well-integrated mix of sources covering digital marketing, e-commerce, and consumer behavior.
- Strong analytical section based on both internal and external data; detailed interpretation of KPIs, conversion rates, and benchmarking.
- The proposed Facebook strategy is realistic, structured, and tailored to the company's specific market. It includes SMART goals, personas, visual identity, and content calendar.
- The thesis meets its aim comprehensively by translating research into a coherent, actionable marketing proposal.
- The thesis is logically organized with excellent transitions between chapters. Each section builds naturally upon the previous.
- While the sources are appropriate and varied, the critical reflection on some of them is limited. For a Master's thesis, more comparison of expert perspectives or recent academic studies would strengthen the depth of analysis.
- The thesis is well-written overall, but there are repetitive phrasings and unnecessarily long or complex sentences in some places. These slightly affect fluency and clarity.

Question:

- Given AGRO VINICA's limited internal resources, how would you prioritize and sequence the implementation of your proposed strategy over a six-month period?

Plagiarism control was negative – the system found 1% agreement.

In Zlin on 8 May 2025

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