

BACHELOR THESIS REVIEWER'S REPORT

Student's name: Petrenko Igor

Bachelor Thesis Reviewer (MT): doc. Ing. Michael Adu Kwarteng, Ph. D

BT topic: Affiliate Marketing and the Possibilities of its Use Today in Selected Company

Acad. year: 2023/2024

Notes on completing the report:

1. A - fulfilled very well with no remarks, B - fulfilled very well with minor remarks, C - fulfilled at an average level, D - fulfilled with deficiencies, E - fulfilled but with significant deficiencies, F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence.
3. MT Reviewer must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

Assessment criteria:	Assessment
1. Thesis Objectives and Methods	B
<p><i>The commentary focuses on: clarity of the formulation of the thesis objectives and the methods used in the thesis elaboration; evaluation of the objectives of the thesis following the thesis theme; the methods and procedures chosen to fulfil the thesis objectives.</i></p> <p>The author clearly outlines the objectives and research methodology of the thesis on page 10. This thesis aims to explore the potential use of affiliate marketing for the selected firm and to propose optimal settings for future implementation of an affiliate campaign to enhance the firm's marketing strategy. The author demonstrates examples of affiliate marketing along with the methods applicable to the thesis on pages 49 to 58.</p>	
2. Theoretical Background	B
<p><i>The commentary focuses on: the content of the critical literature research; the appropriateness of the chosen domestic and foreign literature sources; the method of citing sources in an adequate manner.</i></p> <p>The author thoroughly discussed literature pertinent to the topic from pages 11 to 32 of the thesis. They provided an in-depth analysis of existing literature on affiliate marketing within these pages. The selection of literature sources was meticulously executed, with only minor, forgivable errors noted.</p>	
3. Practical Application – Analysis	C
<p><i>The commentary focuses on: the use of knowledge from theory, its appropriateness of application; sufficient description of the process of application of the methods of work; overall assessment of the current state; sufficient substantiation of the conclusions of the analyses; the difficulty of data collection and processing.</i></p> <p>After an extensive literature review, the author analysed a case study of a company called Mr. Coffee. Initially, the company's profile, history, and other relevant details were discussed and examined.</p>	

4. Practical Application – Project/ Research	C
<p><i>The commentary focuses on: the connection of the solving part of the thesis to the theory and to the analyses results; supporting the proposals with appropriate arguments; meeting the objectives set. For research-oriented MTs, the focus should be on discussion of the results and their evaluation.</i></p> <p>Despite the considerable effort invested in analysing the case of Mr. Coffee, the author's commendable work falls short in designing a project that incorporates analyses of TIME, RISK, and COST for the company. Nonetheless, a detailed proposal mimicking a project design for Mr. Coffee was initiated on page 49, leading to conclusions and recommendations. On page 59 of the thesis, the author offers recommendations for the company based on this proposal.</p>	
5. Formal Layout	B
<p><i>The commentary focuses on: logical coherence of the text of the thesis; use of correct terminology; use of the prescribed standard of citation of sources; appropriate linguistic and graphic level.</i></p> <p>The English proficiency is strong, with only a few slightly unclear sentences, but the overall readability remains intact. As previously mentioned, the author follows the citation style recommended by the faculty. In summary, the language and coherence throughout the entire thesis are well executed.</p>	

Overall thesis assessment*	B
<p>The thesis objective has been achieved with only minor comments</p>	

** The final grade is not an arithmetic average of the individual criteria for assessing the thesis.*

Questions for the defence:

1. What is your motivation to design an Affiliate Marketing and the Possibilities of its Use Today in a Selected Company? In a simple sentence tell the committee what the problem of your study and the need to embark on this plan is all about.?
2. If you were tasked with revisiting the entire business plan for Selected Company (Herein) Mr Coffee, what alterations or additions would you consider making?

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

Date 28.05.2024


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 Č. j.: UTB/24/011178
 Posudek oponent Petrenko


 Signature of MT Reviewer