

Master's Thesis Assessment Reviewer's Report

Student's name: *Bc Martina Vokacova*
year: *2020/2021*

MT Reviewer: *Ing. Michael Adu Kwarteng, Ph.D Acad.*

MT topic: *Project of Marketing Campaign for Fitness Center Box-Fit Gym*

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

e) conclusions of analyses are well-founded	yes
5. Practical Application – Project:	4
a) the project part of the thesis extends the theoretical knowledge	yes
b) the project part of the thesis is a follow-up to the analysis results	yes
c) the thesis provides conclusions and possible applications of recommendations	yes
d) suggestions are supported by fully adequate arguments	yes
e) the thesis includes the impacts of the recommendations	yes
f) the thesis meets the set objectives	yes
6. Formal Layout:	4
a) the text is logically sequenced	yes
b) the thesis provides appropriate terminology	yes
c) literature sources are quoted in compliance with a required standard	yes
d) the language level meets the requirements of Master's thesis	yes
e) the graphic layout meets the requirements of Master's thesis	yes
TOTAL POINTS	24

Overall thesis assessment and questions for the defence:
(Both the Master's thesis supervisor and reviewer present their questions.)


The study was focused on implementing a marketing campaign for fitness Center-Box-Fit Gym in the Czech Republic. Hence, a well composed outline has been initiated via the current study to offer a comprehensive solution to the management of the aforementioned company. I appreciate the zeal and effort of the candidate to undertake this interesting project. I would like to recommend the candidate of her high level of composition in terms of language in the entire write-up. Reading the manuscript gave me 'goose pimples' as a non-native speaker of the English language flowing correctly and articulating her points in a more scientific manner. Well done! and more grease to your elbows.

Questions

- 1. In few sentences, can you tell the committee what your project is all about?*
- 2. What is your motivation to embark on a project/a marketing campaign for fitness Center-Box-Fit Gym in the Czech Republic?*
- 3. Based on the findings of your project, outline or tell the committee your recommendations for for the company Box-Fit Gym to enhance the marketing campaign as your objective of implementing the project.*

The thesis meets the criteria for the defence of the MT¹.

In Zlín on: 11/06/2021



 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.