

## MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: **Anastasiia Lukianenko**

Master's Thesis Supervisor (MT): doc. Ing. Miloslava Chovancová, CSc.

MT topic: **Marketing Communication for a Strong Brand Building**

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 Supervisor must comment verbally on each evaluation criterion!

### Assessment criteria:

### Assessment

Assessment criteria:	Assessment
<b>1. Thesis Objectives and Methods</b>	<b>A</b>
<i>The diploma thesis is focused on research. The author set herself the main aim of her Master Thesis, where she wanted to prepare and discuss result of analysis on marketing communication while building a strong brand on the market. Specifically, the aim of this study was to identify and describe the key marketing communication approaches that contribute to the perceived strength of the brand, among the top five Ukrainian brands based on the financial value of brand equity. The aim of the thesis was clearly formulated, the conceptual framework of the research was created, hypotheses were established and verified. Data for analysis were obtained from quantitative and qualitative research. The methodology was followed correctly.</i>	
<b>2. Theoretical Background</b>	<b>A</b>
<i>The author prepared a critical and high-quality literary research on the topic of the Master Thesis, which was a very good basis for the analysis and discussion over the results of the analysis.</i>	
<b>3. Practical Application – Analysis</b>	<b>A</b>
<i>The analytical part was developed based on knowledge from the theory, which was appropriately applied and described in the methodology. The author collected quantitative data through a questionnaire survey, as well as qualitative data, she performed the corresponding statistical calculations, the result of which was the verification of hypotheses.</i>	

<b>4. Practical Application – Project/ Research</b>	<b>A</b>
<i>The MT was research-oriented, the results of the analysis were justified. The author presented the results of her research, which includes both qualitative and quantitative analyses, describes successful communication strategies and provides a comprehensive view of how marketing communication approaches can affect brand strength. In the discussion, the author compares her results with existing literature and discusses the implications of the observed correlations between different marketing communication strategies and dimensions of brand equity.</i>	
<b>5. Formal Layout</b>	<b>A</b>
<i>The Master Thesis has a logical structure, the author uses the correct terminology, she also cites sources correctly, and the work is at a very good level both linguistically and graphically.</i>	

<b>Overall thesis assessment *</b>	<b>A</b>
<i>The objectives of the MT were met. The overall careful processing of the MT testifies to the responsible approach of the author and her knowledge and, excellent research skills.</i>	

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

**Questions for the defence:**

1. *Within the limits of your research, you state that future research could explore these topics in different regions. Can you please specify which regions you would focus on and, what the main topics would be?*

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

The thesis has been checked for the originality of the work in IS STAG. Based on the results of this review, it was concluded that the work **is not** plagiarism.

Date 10.05.2024

Signature of MT Supervisor