

Appendix 7

Master's Thesis Assessment Reviewer's Report

Student's name:
Quynh Trang Nguyen

MT Reviewer:
Chandana Jayawardena

Acad. year:

MT topic:

Project of Email marketing Strategy for VK Vietnam

Assessment criteria		Points (0 – 10)
1	Thesis Topic Difficulty	6
2	Meeting Thesis Objectives	5
3	Theoretical Background	5
4	Practical Application (Analysis)	6
5	Practical Application (Solution)	4
6	Formal Level	6
TOTAL POINTS (0 – 60)		32

Definition of assessment criteria:

POINTS	VERBAL DESCRIPTION
0 points	unsatisfactory corresponds to an “F” on the ECTS grading scale
1 – 2 points	sufficient - meeting basic requirements only corresponds to an “E” on the ECTS grading scale
3 – 4 points	satisfactory - with significant but not crucial insufficiencies corresponds to a “D” on the ECTS grading scale
5 – 6 points	good - insufficiencies do not substantially affect the entire work, especially the results corresponds to a “C” on the ECTS grading scale
7 – 8 points	very good - fulfilled without reserve corresponds to a “B” on the ECTS grading scale
9 – 10 points	excellent - outstanding performance corresponds to an “A” on the ECTS grading scale

Comments: Author has tried to put forward comprehensive information relating to an email marketing strategy for an Engineering and Design consultancy services organisation. Use of English language is satisfactory.

Following improvements are suggested:

- 1.) To give an overview of email marketing in comparison to other marketing tools/ options; Providing only the advantages & disadvantages of email marketing is not sufficient.
- 2.) To include a a methodological section on your approach to the study, and a section on the specific applicability/ suitability of email marketing for an organization of VK's nature.
- 3.) To provide a strategy (suggested in thesis objective) for the implementation of email marketing for VK Vietnam. The extensive information that are provided are general in nature, and needs to be focussed for the organisation (VK). This is a deficiency in the thesis.
- 4.) Abstract needs to be re-written, as it should reflect the summary of the study.
- 5.) The text has to have a coherent style, mostly third person, passive voice. It is not recommended to bold some phrases as seen. Do not use abbreviations (other than listed) in text. Formating needs to be improved, eg. references should not begin with bullets.
- 6.) It is preferable to have all the references in alphabetical order, and not to categorise as books, journals, Web etc.

Questions for the defence:

- 1.) According to your opinion, in which order (priority value) would you identify email marketing (considering the overall effectiveness) among other marketing tools for VK Vietnam? Please explain the reasons for your answer with examples.
- 2.) Did you discuss with the authorities of VK about the practical implications of email marketing for the organisation? If so, what are the Organisation (VK) specific recommendations in the implementation of email marketing strategy?

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

The thesis does not meet the criteria for the defence of the MT. (At least one criterion assessed by 0 points.)

Zlín: 14/05/14



MT Reviewer's signature