

MA Thesis Opponent's Review

Name of Author	Bc. Nela Mitrengová
Title	Internet Marketing of a Weight Loss Centre
Programme/form	MK KS
Academic Year	2011/2012
Full Name of Reviewer	Peter Štarchoň, assoc. prof., M.A., PhD.

Rated parameter	Weight	Rating
1 Topicality and extent	20	a
2 Choice of goals and methods	30	a
3 Quality of theoretical part	50	a
4 Quality of analytical part	50	b
5 Quality of project part	50	b
6 Meeting of goals	60	a
7 Structure and logic of text	40	a
8 Quality of sources and work with sources in text	30	a
9 Innovativity, creativity and usability of proposed solutions	20	b
10 Linguistic qualities	10	a
11 Formal qualities	10	a
Proposed rating based on weighted average	1,19	A

Comments and rating:

The practical oriented diploma thesis is written in understandable and logical way, the student proved her deep knowledge of solved topic and her personal interest that I highly appreciate. Although presented proposals are based on qualitative research and wide range of analysis, results have a strong application potential. There are just two remarks. Deeper quantitative orientation on a customer's point of view is missing. Cost estimation and timetable would be welcomed in the case of the project part of diploma thesis.

Defense questions:

1. What are the main advantages of online marketing from a customer's point of view?
2. Mobile internet access has an increasing importance. Are there some implications for Kompliment Institut's internet marketing?
3. What's the mobile apps potential within the frame of presented proposals?

Zlín, September 28, 2012

Reviewer's signature:

Rating 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