

## Hodnocení oponenta diplomové práce

### Opponent's Review

Author	Khanh Ong Thi Gia		
Title	Organic digital marketing plan for HORAMI Academy		
Field/Form of Study	Marketing Communications/Full-Time	Year	2020/2021
Review's Author	doc. PhDr. Dagmar Weberová, PhD. MBA		

	Evaluated parameter	Weight	Evaluation
1	Fulfillment of the topic and extent of text	30	<b>B</b>
2	The setting of the goals and research methods	40	<b>A</b>
3	The quality of the theoretical part of the work	50	<b>B</b>
4	The quality of the analytical part of the work	50	<b>B</b>
5	The quality of the project part of the work	50	<b>B</b>
6	Fulfillment of the goal of the work	60	<b>A</b>
7	Text structure and logic	40	<b>C</b>
8	The quality of resources and their use	40	<b>B</b>
9	Innovation, creativity, and usability of designs	30	<b>A</b>
10	Linguistic and formal standards of the work	30	<b>C</b>
	<b>Evaluation based on the weighted average</b>	<b>1,38</b>	<b>B</b>

#### Strengths:

- The topic of the presented work is up-to-date and of a great importance in the current marketing practice.
- The theoretical part is well-written and reflects the content in the subsequent analytical and project parts of this work. The author used relevant and up-to-date sources including recently published reports.
- The author set up a clear main goal, stated three appropriate research questions and decided to apply adequate research methods.
- In the analytical part, the author successfully presented her competitor analysis (Chapter 6.3).
- The plan proposed according to the SOSTAC planning model in the final part of this work is feasible.

#### Weaknesses:

- A more detailed structuring of chapters would enable readers to get an easier orientation in the thesis.
- A more structured explanation of the digital marketing analysis would be expected (Chapter 6.2 on p. 51).
- It is recommended to present the project time frame in the Gantt chart (Chapter 10.2 Time Schedule on p. 74).
- Due to the lack of structuring the work makes a bit confusing impression.
- The level of English proficiency – a professional or a native speaker could have checked the language used in the thesis (grammar, style, contractions like *it's* or *they're*, etc.).
- Formal errors: atypical division of chapters and sub-chapters into paragraphs (e. g. on p. 14).

Hodnocení odpovídá stupnici ECTS:

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

**Questions:**

- In your thesis you claimed to be an active intern of the HORAMI Academy, how did you ensure scientific objectivity of your research?
- Is the budget for implementing the plan realistic – it is a very low-cost project? What would it look like if you could increase the budget, how would you change your plan?
- Will HORAMI Academy accept your plan and implement it? If yes, to what extent? If not, why?

**Plagiarism control was negative - the system found a 0% agreement.**

**In Zlin on** 12 May 2021

**Signature:** doc. PhDr. Dagmar Weberová, PhD. MBA, v. r.