

## MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: **Bc. Muhammed Riyas Thoyadantakath Panakunnummal**

Master's Thesis Supervisor (MT): **Michael Adu Kwarteng**

MT topic: **A Project to Implement Social Media Marketing for Supercool Star Technical Services LLC**

Acad. year: 2022/2023

**Notes on completing the report:**

1. For the evaluation of each criterion, use the following scale: A - fulfilled very well, significantly exceeds the requirements; B – fulfilled with quality; C – fulfilled without reservations; D – fulfilled with minor 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
<b>1. Thesis Objectives and Methods</b>	<b>C</b>
<p><i>The commentary focuses on: clarity of the formulation of the thesis objectives and the methods used in the thesis elaboration; evaluation of the objectives of the thesis following the thesis theme; the methods and procedures chosen to fulfil the thesis objectives.</i></p> <p>The diploma thesis is devoted to implementing social media marketing for the promotional purposes of Supercool Star Technical Services LLC, an air-conditioning services and maintenance firm located in Dubai, United Arab Emirates. In this light, the author vividly outlines the objectives as well as the methods suitable to solve the aforementioned problem. However, there are some minor typographical and misarrangements in my entire reading of the manuscript that makes it difficult to follow the thoughts of the author. The author should be mindful going forward, there should be a clear sense of readership in the write up. That not said, author made a determined effort to articulate his facts in a more scientific manner.</p>	
<b>2. Theoretical Background</b>	<b>C</b>
<p><i>The commentary focuses on: the content of the critical literature research; the appropriateness of the chosen domestic and foreign literature sources; the method of citing sources in an adequate manner.</i></p> <p>A vast array of literature connected to the subject matter has been reviewed. However, some of the citations have been wrongly done. Author should be more mindful and careful going forward. Overall, the literature has been adequately reviewed. Again, some of the literature reviewed in the theses are somewhat not linked to the subject matter. For instance, the author takes ample time reviewing on consumer behaviour as a whole which could have been feebly hammered to pave way for more of promotional marketing literature -social media etc etc which stands as the focal point of discussions</p>	
<b>3. Practical Application – Analysis</b>	<b>C</b>

*The commentary focuses on: the use of knowledge from theory, its appropriateness of application; sufficient description of the process of application of the methods of work; overall assessment of the current state; sufficient substantiation of the conclusions of the analyses; the difficulty of data collection and processing.*

Descriptive statistics in a form of percentages have been analysed in the theses responding to the questions asked to accomplish the aim of the theses. The methodology has been well articulated. However, a vivid description of how the data was collected was not clearly writing -posing a lot of questions and doubts.

<b>4. Practical Application – Project/ Research</b>	<b>B</b>
<p><i>The commentary focuses on: the connection of the solving part of the thesis to the theory and to the analyses results; supporting the proposals with appropriate arguments; meeting the objectives set. For research-oriented MTs, the focus should be on discussion of the results and their evaluation.</i></p> <p>The author subjected the entire project to the <b>TIME, RISK AND COST</b> analyses., consequently, meeting the objective for the theses. As a follow up, a thorough discussions have been made with conclusions and recommendations.</p>	
<b>5. Formal Layout</b>	<b>B</b>
<p><i>The commentary focuses on: logical coherence of the text of the thesis; use of correct terminology; use of the prescribed standard of citation of sources; appropriate linguistic and graphic level.</i></p> <p>The level of English is above the average level with some minor ambiguous sentences but clear sense of readership. As highlighted there were few wrong citations as well as long sentences in the manuscript. Overall, the wording and the coherence of the manuscript is well positioned.</p>	

<b>Overall thesis assessment *</b>	<b>B</b>
<p>The objective of the thesis was accomplished with minor comments</p>	

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

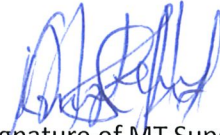
**Questions for the defence:**

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 for Supercool Star Technical Services LLC in Dubai?
3. What would you have change or added if you were to do this project again?

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 28.08.2023



Signature of MT Supervisor