

Diploma Thesis Opponent's Review

Author	Bc. Victoria Butuc		
Title	Email Marketing as a communication tool of online Fitness company		
Field/Form of Study	Marketing Communications/Full-Time	Year	2023/2024
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Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	b
2 The setting of the goals and research methods	40	b
3 The quality of the theoretical part of the work	50	c
4 The quality of the analytical part of the work	50	c
5 The quality of the project part of the work	50	c
6 Fulfillment of the goal of the work	60	b
7 Text structure and logic	40	b
8 The quality of resources and their use	40	b
9 Linguistic and formal standards of the work	30	b
Evaluation based on the weighted average	1,50	B

Evaluation, comments, remarks and suggestions:

- Practically oriented work.
- Clearly formulated goal of the diploma thesis.
- Well-developed theoretical foundations, although greater emphasis could have been placed on direct and digital marketing as the basis for email marketing.
- It would be expected to include a comparison of multiple applications that allow the management of email campaigns, their advantages, and disadvantages.
- Minor formal shortcomings are acceptable.
- The results of the conducted primary quantitative research were processed using descriptive statistics. However, descriptive statistics were used appropriately and formed the basis for the project proposal.
- Given the examined issues, it would be possible to consider the use of qualitative research as well.
- The project section is handled in a consistent manner.

Questions:

- Identify common characteristics, as well as differences between direct mail and direct email.
- Please compare selected email applications/platforms that enable campaign management, outlining their strengths and weaknesses.
- What were the limitations of the conducted primary quantitative research?
- How would the solutions proposed by your project affect the costs of the email campaigns conducted so far?

In Zlín on May 9, 2024

Signature: Peter Štarchoň, v. r.

The evaluation 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