

Diploma Thesis Supervisor'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
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	A
2 The setting of the goals and research methods	40	A
3 The quality of the theoretical part of the work	50	B
4 The quality of the analytical part of the work	50	C
5 The quality of the project part of the work	50	A
6 Fulfillment of the goal of the work	60	A
7 Text structure and logic	40	A
8 The quality of resources and their use	40	C
9 Linguistic and formal standards of the work	30	B
Evaluation based on the weighted average	1,36	B

Evaluation, comments, remarks and suggestions:

- This topic is valued because of its practical implications.
- The author used relevant and up-to-date sources, however, the amount of the used sources is rather low.
- The thesis is clearly structured and balanced, the theoretical part is well-written and reflects both the analytical and project parts of this work.
- The author set a clear main goal and sub-goals, stated two appropriate research questions and applied an adequate research method, even though only a quantitative method was used.
- In the analytical part, research findings are sufficiently evaluated, but more extended research could have provided more relevant results. On the other hand, a summary of the key findings is appreciated.
- A detailed project part is highly appreciated. In addition, it has great application potential.
- The work sometimes contains minor inconsistencies, such as on p. 26.
- Minor language errors can be found but they do not have any significant impact on the quality of this work.

Question:

- What are the potential pitfalls of the program presented in the project part of your thesis?

Plagiarism control was negative – the system found 3% agreement.

In Zlin on 8 May 2024

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, 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