

# Report on Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

<b>Student:</b>	<b>Jiří Pokorný</b>
<b>Advisor:</b>	<b>Doc. Ing. Tomáš Cahlík, CSc.</b>
<b>Title of the thesis:</b>	<b>Advertising</b>

## **OVERALL ASSESSMENT** *(provided in English, Czech, or Slovak):*

The aim of this thesis is to develop models of advertising – the author presents two of them.

This thesis is well balanced. About one third are ideas about the general framework of advertising linked with consumer demand, two thirds contain two models developed by the author.

I have consulted with the author the preceding versions of this thesis and in this final version, all my comments have been taken into consideration already.

I think the author presents a nice piece of economic theorizing.

I recommend this thesis for the final discussion and I suggest evaluating it with an 1.

# Report on Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

<b>Student:</b>	<b>Jiří Pokorný</b>
<b>Advisor:</b>	<b>Doc. Ing. Tomáš Cahlík, CSc.</b>
<b>Title of the thesis:</b>	<b>Advertising</b>

**SUMMARY OF POINTS AWARDED** (for details, see below):

<b>CATEGORY</b>	<b>POINTS</b>
<i>Literature</i> (max. 20 points)	20
<i>Methods</i> (max. 30 points)	25
<i>Contribution</i> (max. 30 points)	25
<i>Manuscript Form</i> (max. 20 points)	20
<b>TOTAL POINTS</b> (max. 100 points)	<b>90</b>
<b>GRADE</b> (1 – 2 – 3 – 4)	<b>1</b>

**NAME OF THE REFEREE:** *Tomáš Cahlík*

**DATE OF EVALUATION:** *January 10, 2013*

---

**Referee Signature**

**EXPLANATION OF CATEGORIES AND SCALE:**

**LITERATURE REVIEW:** *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong                  Average                  Weak  
20                          10                          0

**METHODS:** *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong                  Average                  Weak  
30                          15                          0

**CONTRIBUTION:** *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong                  Average                  Weak  
30                          15                          0

**MANUSCRIPT FORM:** *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong                  Average                  Weak  
20                          10                          0

**Overall grading:**

TOTAL POINTS	GRADE		
81 – 100	<b>1</b>	= excellent	= výborně
61 – 80	<b>2</b>	= good	= velmi dobře
41 – 60	<b>3</b>	= satisfactory	= dobře
0 – 40	<b>4</b>	= fail	= nedoporučuji k obhajobě