

Review of Bachelor work supervisor

Name and Surname of Student	Fei YUAN
Qualification Work Title	Advertising on social networks
Name and Type of Study Programme	Engineering and Informatics / Bakalářský
Faculty / Department	Ekonomická fakulta / KMI
Supervisor	Beránek Ladislav, doc. Ing. CSc., MBA
Review author	doc. Ing. Ladislav Beranek CSc., MBA

Thesis evaluation

1. Logical structure of the thesis 1.5

Note: The thesis has good logical structure.

2. Fulfillment of objectives 2.0

Note: he objectives of the work were met according to the assignment.

3. Methodological approach 1.5

Note: The chosen methods are adequate to the assignment.

4. Assessment of theoretical and/or practical contribution of the thesis 2.0

Note: The work can be useful from a practical point of view. A formal page impairs readability and accessibility for other readers.

5. Handling of literature 2.0

Note: Some literary sources are in the literature review, the link in the text is missing.

6. Formal aspects 2.0

Note: In terms of formality, the work is very poor, lacking content, paragraphs are poorly formatted, etc.

7. Student's own contribution to the studied problems 1.0

Note: The student worked independently.

8. Monitoring for plagiarism (result) **negative**

Conclusion

Thesis evaluation (note): **very good**

I recommend the thesis for defence: **YES**

Questions and comments

Critical comments and overall contributions, total value of the thesis

n terms of content, the work is not poorly written. It contains hypotheses, necessary garfs and conclusions. But the whole impression is spoiled by the formal side of the work. Text formatting, formal errors, work with literature spoil the overall impression. Perhaps there were formatting problems when converting the text to pdf format. But the author should have taken care of that. That's why I rate the thesis as "very good".

Questions and topics for discussion before the commission

What type of advertising most affects you personally?

Date: May 11, 2023

Signature of supervisor