

# Business Administration State Examinations

## Bachelor's Thesis Evaluation by Mentor

May 2016

<b>Student Name: Jana Viola Hofbauer</b>	<b>Student Number:</b>
<b>Mentor's Name: Dan Ravick Fiala</b>	<b>Date: 08 May 2016</b>
<b>Thesis Title:</b>	
<b>The effect of Social Media on Purchasing of Sporting Goods</b>	

### A) OVERALL SUMMARY OF THE DIPLOMA WORK:

Ms. Hofbauer sought to show the effect that social media marketing has on the purchasing of sporting goods. Ms. Hofbauer presented information describing the composition of the sporting good market -Who are the major players and how much revenue they produce. The researcher also described the main ways that people purchase online vs offline. Further, Ms. Hofbauer also discussed the major social media portals that are used. Further, she provided information about the range and value of professional sport sponsorships that are used by the major sporting goods manufacturers.

The effect of social media on brand loyalty and firm's revenue (which was the major point of interest for the reader) was addressed in only one page and was rather unfocused as it did provide any careful analysis of the linkages between the various social media strategies/campaigns and their effects on intermediary measures of brand awareness and engagement and their incremental effects firm revenue, profit and cash flow.

The student also conducted primary research based on online surveys, which 66 people took part in. The survey was administered using Google Docs and marketed through Facebook primarily. The study asked questions of both a demographic and purchase pattern perspective. The study sought to find "real world" evidence to what degree people (for this survey everyone resided in the Czech Republic) were influenced in their purchase decisions by social media campaigns. All in all the survey was done well but there is an issue with the initial sampling set. The thesis topic is "The effect of social media on purchasing of sporting goods." The thesis should be focused on purchasing habits in the Czech market or the sampling set should include other geographic markets or there should at least be a discussion why the researcher believes the Czech market is representative of the effects of social media in all other markets.

The topic is very interesting.

1. Poor Grammar –There are a numerous grammar mistakes. This makes the paper look sloppy.
2. Sentence Structure – Many of the sentences are merely sentence fragments, run on sentences or just poorly worded.
3. Better Comparative Analysis – There should have been much better comparative analysis between sporting good manufacture to analyze –what works and why? The analysis here is also haphazard.

## B) OVERALL EVALUATION/REVIEW OF THE DIPLOMA WORK:

**Note:** The evaluation (review) should consist of between 400-700 words (i.e. minimum 1 A4 page). It should cover ALL of the AREAS below:

### (1) The extent to which the proposal (and thereby the aims) set out by the student has been fulfilled

The student has addressed issues with respect to social media and its importance today. However, the thesis topic is “The Effect of Social Media on Purchasing of Sporting Goods” and this was not addressed as precisely as it should have been. Again, the effect of social media on brand loyalty and firm’s revenue was addressed in only one page and was rather unfocused as it did not provide any careful analysis of the linkages between various social media strategies/campaigns and their effects on intermediary measures of brand awareness and engagement and their incremental effects on firm revenue, profit and cash flow.

### (2) The effectiveness of the formal structure and level of writing of the work

Poor Grammar – There are grammar mistakes in nearly every paragraph.

Sentence Structure – Many of the sentences are merely sentence fragments, run on sentences or just poorly worded.

Professional appearance – The paper does not look like the final version of a business consulting project or university thesis.

- Information in quotes could be put into italics
- New terms could be put into **bold**.
- Important points could be underlined
- Graphs, Tables, Charts – There are only a few and none (not including the Google charts) are created by Ms. Hofbauer. Graphical illustrations would help to show her understanding and synthesis of the material. In addition, it would make it easier for her to convey information and it would also be easier for the reader to comprehend.

### (3) The effort the student made to complete the thesis independently

Ms. Hofbauer made an effort to meet deadlines and work independently to keep the project on track which is positive.

However, if she had completely drafted versions earlier there would have been more time for consultation and correction with her thesis mentor.

### (4) Ability of the student to use and apply theory

Ms. Hofbauer should have really focused more on applying concepts, methodologies, frameworks and modes of analysis to her thesis study. The thesis analysis paper should have pulled together and integrated key theories that she learned throughout her studies. – This is another major weak point of the paper as no specific tools have been used in the analysis.

Some of the analysis tools that were lacking were from an environmental perspective: PLEESTIC or PESTLE, PORTER’S FIVE FORCES, SWOT or TOWS and ANSOFF’S Matrix. These tools should have been incorporated to help her explain the

environmental factors that are influencing the market for sporting goods.

Thereafter, she could have done micro and comparative analysis of specific firms in the fashion industry. Positioning maps could have also been used to plot and compare the various sporting goods companies. –This was also not done.

There are already frameworks and “best practices” of social media marketing. Using or referring to such frameworks and analyzing their effectiveness to the sporting goods industry would also help to make this paper more rigorous and thorough.  
- No such frameworks were used.

There is no clear section offering recommendations or insights “best practices”

Conclusion –Is very weak (just over a page) and missed the critical opportunity to recap precisely how social media influences sporting good purchase decisions. The last line of the conclusion addresses, in one sentence, another new trend “tracking apps” this is poor placement and unfocused and is a distracting way to end the paper.

### **(5) Strengths and weaknesses of the work as a whole**

#### **Strengths:**

The topic is very interesting and topical.  
That the researcher conducted primary research.

#### **Weaknesses**

Analysis of the effects of social media on brand loyalty and firm’s revenue (which was the major point of interest for the reader) was addressed in only one page and was rather unfocused as it did provide any careful analysis of the linkages between various social media strategies/campaigns and their effects on intermediary measures of brand awareness and engagement and their incremental effects firm revenue, profit and cash flow.

Poor Grammar –There are grammar mistakes in nearly every paragraph.

Sentence Structure – Many of the sentences are merely sentence fragments, run on sentences or just poorly worded.

Professional appearance – The paper does not look like the final version of a business consulting project or university thesis.

The student’s primary research is focused on the Czech Republic but her paper seems to include all markets, so that I think there is an issue of whether the sampling set is representative.

**C) POINTS AWARDED:**

<b>CRITERIA</b>	<b>MAXIMUM POINTS</b>	<b>POINTS AWARDED</b>
<b>AREA (4)</b>	<b>20</b>	<b>14</b>
<b>AREA (1) + (5)</b>	<b>60</b>	<b>48</b>
<b>AREA (2)</b>	<b>10</b>	<b>6</b>
<b>AREA (3)</b>	<b>10</b>	<b>9</b>
	<b>TOTAL POINTS</b>	<b>77</b>
	<b>LETTER GRADE</b>	<b>C+</b>

**Final Thesis Letter Grades:**

<b>Letter Grade</b>	<b>Points</b>	<b>Generally Accepted Meaning</b>
A	95-100	Outstanding work
A-	90-94	
B+	87-89	Good work, distinctly above the average
B	83-86	
B-	80-82	
C+	77-79	Acceptable Work
C	73-76	
C-	70-72	
F	0-69	Work that does not meet the minimum standards for a Final Thesis