Faculty of Sports Studies

Supervisor’s Master Thesis Assessment Report

Faculty: Faculty of Sports Studies
Student's name: Bc. Petra Mervartová
Study programme: FSpS N-TV MAN [sem 6]
Thesis title: Marketing v oblasti rozšířování povědomí o rizicích dětské obezity
Supervisor: Mgr. Dagmar Heiland Trávníková, Ph.D.
Department: Oddělení historie, filozofie, sociologie a psychologie sportu
Oponent: Mgr. Oldřich Racek, Ph.D.

Oficiální zadání: {Cíl: Cílem práce je navrhnout sociálně marketingovou kampaň, která by vedla ke zvýšení informovanosti širší veřejnosti o narůstající problematice dětské obezity a motivovala rodiče k prevenci této nemoci u dětí.}

Thesis topicality, relevance and complexity: A
Synthesis of knowledge (literature research): A
Research problem statement, questions, hypotheses, objectives of thesis: B
Methodology (research methods, sample, data collection): B
Results and discussion: B
Conclusions, significance for the field of study: B
Thesis structure, stylistic quality: A
Cooperation evaluation: A
Proposed mark: A

Particular comments on thesis:
The author of the proposed thesis attempted to deal with a particularly topical problem of childhood obesity from the point of view of a suitable marketing strategy, in order to raise the awareness of this phenomenon. Childhood obesity is an often discussed topic, but not much attention is given to social marketing campaigns that would lead to an increased public awareness of the growing problems connected with childhood obesity. Therefore, I highly appreciate author’s proactive and innovative approach in this direction.

The theoretical part of the thesis is processed thoroughly and in detail, concerning all necessary aspects related to childhood obesity, its causes and consequences. The topic of social marketing is covered in detail as well. Appropriate amount of literary as well as electronic sources has been used in the theoretical part, including several up-to-date world research papers.

In the practical part the author has conducted a profound and good quality research, using relevant methods, such as SWOT analysis, social marketing MIX and a questionnaire, in a target group of parents of children from first, second and third grade of primary school. In total, the author has addressed 114 persons, which I consider a sufficient amount. Obtained data are clearly processed and suitable graphical depictions are used.

The proposed social marketing campaign in Chapter 7 is the most valuable outcome of the thesis. The author realizes the importance of addressing the target group of parents of obese children in an attractive and motivating way. Therefore, she has created a campaign title, design and detailed communication strategy. As far as the design is covered, I appreciate the creative approach of the author. However, in the modern age of electronic devices, the depicted picture might seem a bit old-fashioned, in order to attract both parents and the children, I am afraid. Furthermore, I appreciate the detailed plan of the campaign implementation.

From the language point of view, there are only a few misspellings and formal errors in the
The cooperation with the author has been smooth, she worked independently and fulfilled the assigned tasks. The thesis meets the final thesis requirements of the Faculty of Sports Studies. There is less than 5% of similarity with final theses database of the IS MUNI system or other online internet databases.

Questions for thesis defense:

Result:
recommended for defence