

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MITIM
<b>Student:</b>	Zyryanov Anton
<b>Title of thesis:</b>	THE APPLICATION OF THE MULTI-CHANNEL APPROACH IN MARKETING CAMPAIGNS OF LUXURY CAR DEALERS IN RUSSIA: THE CASE OF LAND ROVER

**Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.** Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.

Taking into account the fact 2011 new cars' market is up to 77% (in comparison with the same time in 2010) and a share of luxury cars is more significant one the topic selected by Mr. Zyryanov is rather actual because helps to understand better not only the structural dynamic of the said market but an after-crisis consumer of durables behavior as a whole. However, from the car dealer viewpoint they could find another sign of actuality. Namely, an application of Integrated Marketing Communications (IMC) concept in promo activities. The aim is formulated as analyzing the multi-channel approach in luxury cars' dealers marketing campaigns where the IMC concept is to be assessed. This formulation is theoretically self-sufficient and rather practice oriented.

**Structure and logic of the text flow.** Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.

The thesis formally has a logical structure. However, it should be better to begin from the luxury car marketing model, continue with the luxury car market segment, and, only then, introduce the multi-channel approach as a promo-bridge between them. In recent years, a multichannel marketing approach has been necessary for the success of any campaign. Author adds to this theoretical assault an empirical research on the corresponding St. Petersburg market helping him to produce some conclusions. So, theoretical and empirical part of the thesis are rather balanced and justified in terms of their structure.

**Quality of analytical approach and quality of offered solution to the research objectives.** Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.

Quality of analysis of both theoretical and empirical parts is at the acceptable level. The research has been fulfilled in presumption of the strong correlation between the multichannel marketing structure and the "portrait" of the luxury car consumer in its regional (St. Petersburg) version. The research findings and their interpretation provide a basement to make conclusions and recommendations concerning multichannel marketing approach applications and arrangements in the luxury car marketing.

**Quality of data gathering and description.** Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.

The findings and solution are presented in the thesis in a very thorough way, with a lot of specifics addressed and properly documented. All the relevant methodological information is included in the thesis. The list of references is comprehensive, combining both well established and recent works on the topic.

**Scientific aspect of the thesis.** Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.

Developing the IMC concept as well as describing its possible applications is rather well discovered. Almost the same could be said about the multichannel marketing approach. However, the logical link between them is not so thoroughly presented. Research methods are well selected and outputs derived

could be of use to get to the main aim and corresponding partial objectives of the study.

**Practical/applied nature of research.** Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.

The research has an applied significance not only for the multichannel marketing approach in building the marketing campaign of the company under consideration, but also for comparative analysis of the near competitors, operating in the same market. Additionally, outputs of the thesis could be interpreted as a useful data for an assessment of the marketing campaign efficiency and selectively adjusted budgeting of the said campaign.

**Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

The thesis' layout in the most part of its body corresponds with the requirements applied to master theses at MITIM program. Tables and figures are properly formatted.

The Master thesis "THE APPLICATION OF THE MULTI-CHANNEL APPROACH IN MARKETING CAMPAIGNS OF LUXURY CAR DEALERS IN RUSSIA: THE CASE OF LAND ROVER" by Zyryanov Anton meets the main requirements for master thesis of MITIM program thus the author of the said thesis could be awarded the required degree.

Date 06.06.2011

Scientific Advisor:

Professor Vitally I. Cherenkov

