Master Thesis with Colloquium
Master Thesis Outline
Target Group and Application Process I

- **Application process:**
  In order to provide students with more flexibility in writing their master thesis, the topics are assigned *without any fixed deadline*. Therefore, applications can be submitted at any point during the year in case a suitable topic is available.

  An overview about current topics can be found on our homepage.

  Due to the dynamic selection process, several topics are available during the whole semester, in sum at least 10 are assigned.

  We do not reserve unposted topics or actively inform students if new topics are uploaded to our website – students who are interested in writing their master thesis at the Chair of Marketing must keep an eye on the website and come back to check it periodically.
Master Thesis Outline
Target Group and Application Process II

- **Selection mechanism:**
  Upon submission of the complete application materials, we will evaluate the applicant with respect to the requirements of the topic of choice. In case more than one student applies for a topic, the better applicant i.e., the one with the better skillset and grades in relevant fields are considered first.
  In case demand exceeds supply, students of the FWW are given priority. Additionally, the urgency to complete the study program (number of semesters) may be taken into consideration.

- **Required documents:**
  See [Homepage of the chair](#)
Objectives
Students will gain first-hand experience in finding and formulating a research question and in the planning and execution of a research project in their field of study. Students will further self-develop their skills in academic writing.

Extent and form:
For the form of the academic paper and presentation, please refer to the corresponding guidelines (see [Homepage of the chair](#)).

Supervision and counselling:
All students studying in the M.Sc. program of the faculty of economics and management
Master Thesis Outline

Form of the Master Thesis – Part 2

- **Specification:**
  The specific design and all further details are to be arranged individually with the according supervisor.

- **Evaluation of the performance:**
  80% master thesis, 20% presentation (presentation of preliminary results: 6-8 weeks **before** submission of the master thesis).
For further questions please contact:

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