Application for Master’s Thesis

Please attach your CV and your current transcript of records!

Please specify your preferred starting date:  
☐ Summer Semester (1st April)  
☐ Winter Semester (1st October)

Name, First Name: ________________________________
Date of Birth: ________________
Email: ________________@______________
Phone: ___________/________________
Matriculation Number: ______________________

Master Degree:  
☐ BWL  ☐ other: ______________
Semester: __________
Major(s):  
_________________________________________________________________

Courses taken at the Department of Marketing:
_________________________________________________________________

Project Module:
_________________________________________________________________

Work Experience / Internships:
_________________________________________________________________
Preferences of topics published by the Department of Marketing:

1. ________________________________________________
2. ________________________________________________
3. ________________________________________________

Topic developed by student (please submit an exposé in addition!):

________________________________________________________________________
________________________________________________________________________

Please note that master’s theses are always empirical. That means, you are expected to conduct your own empirical study. In most cases, this will be a quantitative study. Therefore, you should be familiar with common statistical methods (e.g. regression analyses, structural equation modeling, factor analysis, variance analyses,…) or be willing to get familiar with those methods. Some topics may not be quantitative but qualitative. In this case, you should be able to apply qualitative research methods (e.g. interview techniques,…).

Attachments

Please hand in the following documents in addition:

- Curriculum vitae
- Current transcript of records as provided by the examination office

In case of an own thesis proposal: Exposé according to the guidelines

________________________________________________________________________
Place, Date                                              Signature