

Application Process – Master’s Thesis

Step 1

Submission of the Application Sheet

Fachbereich 07
Wirtschaftswissenschaften

Department of Marketing
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The Department of Marketing offers the opportunity to apply for a master’s thesis two times a year:

- If you would like to apply for the **summer semester**, please hand in your application **not later than 1st December**.
- If you would like to apply for the **winter semester**, please hand in your application **not later than 1st June**.

Please note:

- You can only apply if you are at least in your 3rd semester.
- Starting date in **summer semester** is **April**. You will be registered at the examination office on 1st April by the Department of Marketing. February and March are reserved for discussions about the exposé with your advisor.
- Starting date in **winter semester** is **October**. You will be registered at the examination office on 1st October by the Department of Marketing. August and September are reserved for discussions about the exposé with your advisor.

Please submit your application in room number 2.10 or via email to verena.sander@uni-bremen.de

You have two options:

Option 1

Topic by Department

Option 2

Topic by Student

- In **November** as well as in **May** the Department of Marketing will publish **about 6 topics** (please
- Students can apply with their own topic proposal for a master’s thesis.

- check the homepage or facebook page regularly!). Students can directly apply for a topic. **The application sheet must be submitted until 1st December for summer semester / 1st June for winter semester at the latest.**
- You will receive feedback on whether you are accepted and -in case of acceptance- your final topic until **10th December / 10th June.**
 - **Submit the application sheet plus a first draft of your exposé according to the deadlines (1st December for summer semester / 1st June for winter semester).**
 - **Please consider the research areas of the Department of Marketing when making a topic proposal!**
 - You will receive feedback on your proposal until **10th December / 10th June.** Your proposal will either be rejected or (preliminarily) accepted. In most cases a preparation of a revised exposé is necessary.

Step 2

Preparation of Exposé

- If you are accepted as a master's candidate, you can start writing your exposé clarifying first research questions, relevance, problematic and possible methodological approaches.
- **Please send the first draft of your exposé to your advisor until the beginning of February (summer term) / beginning of August (winter term).**
- Students will prepare a revised exposé including the necessary adjustments.
- Revised exposé must be send to the advisor **until the beginning of February (summer term) / beginning of August (winter term) at the latest.**
- **Final decision on acceptance of the topic proposal by the Department of Marketing.**

Step 2

Preparation of a revised Exposé

Step 3

1st Meeting with
Advisor

- First meeting will take place after your advisor has received your exposé (beginning of February for the summer term / beginning of August for the winter term).
- Discussion of exposé, ideas, outline, research questions, etc.
- Within **one month after the first meeting** master's candidates need to revise the exposé according to the feedback and make another appointment with the advisor.
- Revised exposé will be send to advisor two or three days before second meeting.

Step 3

1st Meeting with
Advisor

- First meeting will take place after your revised exposé is accepted (beginning of February for the summer term / beginning of August for the winter term).
- Discussion of exposé, ideas, outline, research questions, etc.
- Within **one month after the first meeting** students might need to revise the exposé again according to the feedback and make another appointment with the advisor.
- Revised exposé will be send to advisor two or three days before second meeting.

Step 4

2nd Meeting with
Advisor

- Further discussion of exposé, closer definition of outline, research questions, etc.
- Students are still welcome for further meetings (if necessary) or general questions at any time during the research and writing process.

Step 4

2nd Meeting with
Advisor

- Further discussion of exposé, closer definition of outline, research questions etc.

Please also read the **Guidelines for Writing a Thesis Exposé (Master)** on the DoM Homepage!