

Application for Master's Thesis

Please attach your CV and your current transcript of records!



Fachbereich 07
Wirtschaftswissenschaften

Department of Marketing
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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