



How to Write a (good) Final Thesis in Marketing

Master/Bachelor
Summer Term 2025

--- updated 14. Feb. 2025 ---

Acceptance and topic allocation			
Marketing Department	Acceptance/rejection for supervision	End of March at the latest	Via moodle/email
	Research topic and supervisor allocation	Friday 4.4. at the latest	Via moodle/email
Lecture – How to write a (good) thesis			
Prof. Dr. Katja Brunk	Monday 7.4.	9 am - 3 pm	Room HG 104
Consultations*			
Prof. Dr. Katja Brunk	Monday 12.5., Tuesday 10.6., Monday 7.7.	9 am – 1 pm	In presence (HG 033) or online

* One-to-one consultations with assigned supervisor: [request appointment two working days in advance](#), providing a list of your questions/points to discuss (see thesis manual).

Objective

This course aims to provide a thorough introduction to writing a (good) thesis. Participants will understand what writing a thesis is all about; acquire knowledge about standard processes and procedures; get advice on successfully working with academic literature; as well as positioning and crafting their thesis. Students will develop scientific skills in order to prepare and operationalize a chosen topic, create an outline and write their thesis independently.

Course Structure

The primary objective of the course will be achieved through a combination of in class and individual meetings. Students will follow the lecture on the 14 of October where they have the opportunity to discuss and clarify relevant questions in a group setting. In addition, participants are invited to discuss their outline and progress individually via appointment.

Pre-requisite for attending the course

Participants are accepted for writing their final MA or BA thesis at the Chair of Marketing.

Overview of lecture content

- Organisational details
- Writing your thesis as a form of knowledge creation
- Working with literature
- Positioning
- Crafting your thesis
- Empirical work: differences between qualitative and quantitative approaches (for MA thesis students only)

Course preparation expected by students

If time allows, please familiarize yourself with your topic and the initial literature before attending the course on the 14th of October (please note that BA students writing their thesis in the second block will not have a topic allocated yet). Doing so will allow you to apply some of the course content directly to your topic and ask focused questions whenever needed. After this course, questions can only be asked and answered during consultation appointments, thus being well-prepared and taking advantage of the small group setting will optimize the value of this course.

Evaluation

Only the final thesis will be evaluated (no credits for attending this course).

Course Material

All necessary information about how to write a final (BA/MA) thesis are summarized in the **thesis manual**, which you can access on moodle or via the following link: <https://www.wiwi.europa-uni.de/en/professuren/bwl-marketing/teaching/index.html#03-seminar-and-final-theses-140794932>
In addition, all slides and recommended literature will also be provided on moodle.

Literature

- Fernandez (2019), Critically Reviewing Literature: A Tutorial for New Researchers, *Australasian Marketing Journal*, 27, 187-196.
- Fernandez (2020), PROVE it! A Practical Primer to Positioning Theoretically, *Australasian Marketing Journal*, 28, 57-64.
- Fischer, Gopaldas, and Scaraboto (2017), Why Papers are Rejected and How to Get Yours Accepted: Advice on the Construction of Interpretive Consumer Research Articles, *Qualitative Market Research*, 20, 60-67.
- Paul and Criado (2020), The Art of Writing a Literature Review: What Do We Know and What Do We Need to Know?, *International Business Review*, 29 (4), <https://doi.org/10.1016/j.ibusrev.2020.101717>

Contacts

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