University of Cologne – Marketing Area
Prof. Dr. Hernan Bruno, Prof. Dr. Marc Fischer, Prof. Dr. Werner Reinartz, Prof. Dr. Franziska Völckner

Application for a Master Thesis

Date: ……………….

1. Personal data

Name/Surname: ....

Address: ....

....

Telephone: ....

E-Mail: ....

Current semester: ....

Matriculation number: ....

Examination regulation: I am studying under the PO ………………

Please check the box applying to you:

☐ I am applying for a 6-month master thesis

☐ I am applying for a 3-month master thesis (for CEMS-MIM students only)

➔ Please state your preferred starting date (for CEMS-MIM students only):

Application in March: ☐ April 1st ; ☐ May 1st ; ☐ June 1st ; ☐ July 1st

Application in July: ☐ August 1st ; ☐ September 1st ; ☐ October 1st ; ☐ November 1st

Application in November: ☐ December 1st ; ☐ January 1st ; ☐ February 1st ; ☐ March 1st

2. Keywords of your suggested topic
(Provide at least three keywords, which describe your topic)

Keyword 1:   ………………………………………………………………………….

Keyword 2:   ………………………………………………………………………….

Keyword 3:   ………………………………………………………………………….

3. Priority list of supervisors
(Indicate at least three supervisors whose research focus fits your topic. Briefly
explain in one sentence, why this person fits to your topic.)

Name Supervisor 1:   …………………………………………………………...

Explanation: …………………………………………………………...

Name Supervisor 2:   …………………………………………………………...

Explanation: …………………………………………………………...

Name Supervisor 3:   …………………………………………………………...

Explanation: …………………………………………………………...

Name Supervisor 4:   …………………………………………………………...

Explanation: …………………………………………………………...

4. Academic achievements

Bachelor examination: ....   ……………
                Grade   Semester

Master studies

Overall performance: ....
                       Course of studies   Current grade

Main seminar (SM Marketing Seminar):

....
 Subject   Topic   Grade

Examinations:

1. Specialisation section: ....
                             Grade

2. Supplementary section: ....
                             Grade

5. Abstract

Provide an abstract/summary of your suggested topic. Abstract length should ne no more than 250 words. The abstract should include the motivation, relevance, and research question of your topic.

6. Objectives of the thesis
(Indicate three to four objectivse of your suggested thesis, e.g., "Review the literature
on…", "Conduct an empirical study", "Derive implications for…")

Objective 1: …………………………………………………………………..

Objective 2: …………………………………………………………………..

Objective 3: …………………………………………………………………..

Objective 4: …………………………………………………………………..

7. Key-papers
(Name two to four key-papers, which are central to your suggested topic)

Key-paper 1: …………………………………………………………………..

Key-paper 2: …………………………………………………………………..

Key-paper 3: …………………………………………………………………..

Key-paper 4: …………………………………………………………………..

8. Exposé
(Write an exposé of 3 to 5 pages describing your topic in detail. Use the following outline.)

1) **Introduction (max. 1.5 pages)**
   a) **Underlying problem**
      Describe the underlying problem/issue, which you would like to examine in your thesis.

   b) **Theoretical and practical relevance (max. 1 page)**
      Please state why the topic of your thesis is import ant and relevant from a theoretical and practical perspective. State also why it is not trivial. Theoretical relevance could, e.g., cover how your thesis contributes (extends, covers [new] issues) vis-à-vis the existing state of knowledge. Make your topic interesting for the reader (researchers and/or decision makers).

   c) **Research questions (typically 3 to 5 questions)**
      The research questions have to logically arise from the discussion of the theoretical and practical relevance of your topic. Phrase your research questions as real questions! Please note that research questions can be adjusted with approval of the supervisor.

2) **Main part (max. 2 pages)**
   a) **Key theories to answer research question**
      Every scientific work needs to be based on or relate to a sound theory. It is critical that the academic contribution of the thesis is well developed. It is, therefore, absolutely necessary to use a theoretical basis that can be related to your research questions. The theoretical basis has to be properly outlined. Furthermore, the proposed research questions have to fit into the context of the relevant academic literature. This is typically accomplished by relating them to at least five relevant academic sources from high-level international journals

   b) **Sketch of conceptual framework**
      Present a conceptual framework suitable to answer the research questions and to structure your thesis. This conceptual framework can either be presented in text form or as a figure. The conceptual framework should be reflected in the structure/flow of your work.

c) Match outline with research question

It should become clear to the reader how each chapter/section of your thesis contributes to answering the research questions. In the end, all the information in your thesis should contribute to answering the initial research questions. Therefore, describe how you want to answer the research questions by linking them to your outline.

d) For empirical studies: Suggested methodology and data

Please state your suggested methodology to answer your research questions, e.g., description of data needed to answer the research questions, collection of experimental or survey data, suitable methods of data analysis. If you are cooperating with an organization state whether and what kind of data you will get from the organization.

3) Expected contribution (max. 0.5 pages)

In this section, you should sketch the expected contribution of your thesis. Which results do you expect and how new are they? It is also important to hint at relevant potential implications for decision makers that result from your findings.

3. Attachments

Please hand in the following documents (preferably as pdf)

- Confirmation about correctness of data
- Curriculum vitae
- Your bachelor certificate
- Course requirements of advanced studies (transcript of records)