

# Bachelor Thesis Proposal at the Chair of Strategic Marketing



*For general information, please see the [Bachelor Thesis policies on my EBS](#). The following information only applies for writing a thesis at the Chair of Strategic Marketing.*

## Topic Choice

The Chair of Strategic Marketing offers a variety of possible thesis topics. If own topics are approached - aside from the provided lists for BTs from program management - students may align their topics with the research/ interest areas of the chair. The individual fields of interest can be taken from each staff member's subpage on the chair's website. The first supervisor is always Prof. Dr. Mattmüller. Additionally, a second supervisor, one of the research assistants, will be allocated to the topic and will be in close contact with the student.

## Requirements

Prerequisites for the Bachelor Thesis are knowledge of marketing and a personal interest in the chosen topic. Also, in order to apply for a thesis at the Chair of Strategic Marketing, a research proposal has to be provided. The research proposal is the most important part to initiate, explain, and outline a research project. It hence takes thorough thinking to be developed and should contain: i) the research purpose(s) (research gap), ii) the scope/ technical framework (timeframe, setup, reasoning for setup), iii) the theoretical background, iv) and the method (research design, reasoning of research design, sample and sampling logic, methods of data collection and data analysis). The proposal must follow the EBS APA style guidelines and should contain four written pages maximum.