

Master's Thesis: Application Procedures

Effective: October 2015

To facilitate master's thesis applications and to simplify procedures for students, these guidelines are in place in the Department of Retailing, Sales and Marketing.

Lists of potential topics for master's theses are publicised via the Department homepage and also via the homepages of the two units "Marketing for Emerging Markets" and "Business to Business Marketing". Students who wish to write a master's thesis on a topic included in the official lists are asked to contact the respective supervisor – named on the list – and to arrange for an initial consultation. In the course of this preliminary meeting, students will be asked to state what motivates them to explore a specific topic and to outline their methodological approach. For admission requirements please see the curriculum. A Transcript of Records has to be furnished. Topics of the master theses should preferably refer to the research interests of the department and the research area(s) of the respective supervisor.

As a matter of principle, students doing the Specialized Management Competence Marketing (Modules: Marketing and International Marketing 1 and/or Marketing and International Marketing 2) take precedence. Second priority will be given to students doing the Master Seminar Globalization: Network Perspectives and/or the Master Seminar Innovation: Marketing Perspectives. Staff capacity permitting, supervision is also provided for other students, on condition that their approach to the research topic is deemed promising. All students should have completed the two courses on qualitative and quantitative research methods.

On the basis of the preliminary meeting, supervision may be granted on a provisional basis. Subsequently, a thesis proposal (draft) has to be prepared. Applicable guidelines can be downloaded from the homepage www.marketing.jku.at. The quality of the thesis proposal serves as a basis for confirmation of approval, or rejection, of the application. Only after approval of a thesis topic has been confirmed, will the topic be deleted from the official list. For this reason, students interested in a specific thesis topic are advised to contact the respective supervisor well in advance.

The department also provides supervision of master's theses on topics suggested by students. In this case, we would ask you to contact the member of department whose scope of research comes closest to the specific topic for a preliminary consultation. If a student has opted for a topic which entails cooperation with a firm or with a third party, an exploratory meeting between the firm, as a potential co-operational partner, and representatives of the department is a binding prerequisite.