

# GENERAL INFORMATION ON MASTER THESES AT THE CHAIR OF MARKETING (PROF. DR. BORNEMANN)

## 1 Procedure

In order to write your master thesis at the Chair of Marketing (Prof. Dr. Bornemann), you have to apply via the **Central Allocation Procedure** using an OLAT room. The general criteria for the allocation process can be found here:

<https://www.marketing.uni-frankfurt.de/studium/abschlussarbeiten/masterarbeiten.html>.

There will be **no supervision** of master theses **outside the central allocation procedure!**

As soon as the chair has the complete list of all students writing their thesis at the Chair of Marketing, **we** will **proactively** contact you with further information.

## 2 Topic of the Master Thesis

The master theses topics of the chair will be published **in advance** with the topics of the other professorships. You will also receive introductory literature for each topic so that you can classify them in terms of content.

For a thematic overview, you can inform yourself about the individual research foci of the scientific staff on the homepage (<https://www.marketing.uni-frankfurt.de/professoren/professor-bornemann/professur-marketing.html>). The final theses are empirical projects (own data analysis incl. survey).

In the context of your application for a master thesis, you can prioritize your desired topics so that the chair can take them into account when assigning topics.

You will receive your thesis topic in your individual appointment with your supervisor. All theses **must be registered within the lecture period!**

Individual topics are possible by arrangement.

## 3 Contact

If you have any further questions, please contact Svenja Winkler ([winkler@wiwi.uni-frankfurt.de](mailto:winkler@wiwi.uni-frankfurt.de)).