

# Master of Science in Business Administration – Specialization in Marketing Analytics

## Assignment of Master Theses SoSe 2025

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### Requirements

To be able to write a Master's thesis, you must:

- have successfully completed examinations amounting to at least 60 CP (credit points) and
- have successfully passed the "Ethik" module and
- have completed an elective "Seminar" module.

### Application

Please note that an application to the Marketing Department does not automatically mean that supervision will be provided.

- The Marketing Department can only supervise a limited number of Master's theses, and accordingly, theses will be assigned to suitable candidates.
- Suitability can be demonstrated particularly through the courses and seminars taken in the field of Marketing Analytics.
- The Marketing Department guarantees a Master's thesis for those who have completed a total of 5 courses or seminars in the field of Marketing Analytics\*.
- \*Courses must necessarily be listed under "Wahlpflichtmodul Marketing Analytics" or "Seminar Marketing Analytics" in the grade transcript ("Notenspiegel").
- Decisions will be made on a case-by-case basis for those with 4 or fewer courses/seminars.
- Further criteria from the individual professorships can be found in the topic announcements.

### Master Thesis Assignment Process

1. Central assignment of the Master's thesis
2. Initial meeting with the supervisor
  - a) Determination of the topic
  - b) Registration of the topic
3. Processing time (18 weeks)
4. Evaluation of the thesis (1st & 2nd evaluation)

Please note that the commitment to supervision is only valid for the semester for which you have applied; if necessary, clarify later start dates with your supervisor.

## How does the assignment of theses work?

### Assignment of Master's Theses

Central assignment is done through application to the Marketing Department. Students can indicate their preference for professorships.

### Important Dates

01.03.25: Topics available online on Olat

31.03.25: Application deadline

07.04.25: Publication of Master thesis assignments (Who is writing where?)

22.04.25: Start of the Master's thesis

## Where to apply?

Information about the application process will appear here in due time before 01.03.25!

## Writing a Master's Thesis – Where can I find what?

On the homepage of the Marketing Department: under “Study programmes/Guideline to scientific writing”:

- Word template for the Master's thesis
- Guidelines for academic work
- Rules/requirements/tips regarding the final thesis