

Master of Science in Business Administration – Specialization in Marketing Analytics

Assignment of Master Theses WiSe 2026/27

Dr. Sergey Turlo, 22. April 2026

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

01.09.26: Topics available online on Olat

15.09.26: Application deadline

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

12.10.26: Start of the Master's thesis

Where to apply?

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

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