Marketing Uni Frankfurt

GOETHE UNIVERSITÄT FRANKFURT AM MAIN

Evaluation of Master Thesis

Student:
Student ID:
Title of Master Thesis:
Supervisor: **Prof. Dr. Bernd Skiera**

	Not Applicable	Inadequate	Sufficient	Satisfying	Well	Very good
A) CONTENT (ca. 25%)						x
1) Setup, Structure & Weight of each Section						x
2) Objective & Illustration of Relevance						x
3) Connection of Objective/Problem & Theory/Methodology						x
4) Consistency in Argumentation						x
5) Critical Reflexion on Approach Taken						x
B) FORM AND PRESENTATION (ca. 15%)				x		
1) Appearance & Formal Requirements				x		
2) Spelling, Grammar & Appropriate (Academic) Language				x		
3) Clarity & Comprehensibility of Language				x		
4) Appropriate Use of Figures & Tables				x		
C) LITERATURE (ca. 15%)			x			
1) Quality & Completeness of Literature			x			
2) Alignment of Literature Review with Thesis's Objective			x			
3) Correctness of Citations			x			
4) Extraction & Presentation of Relevant Information			x			
D) EMPIRICAL STUDY (ca. 25%)						x
1) Quality of Data Collection						x
2) Quality of Data Analysis						x
3) Quality of Conclusions of Analysis						x
E) LEVEL OF DIFFICULTY (ca. 20%)						x
1) Complexity of Research Question						x
2) Innovation / Creativity						x
3) Commitment / Effort						x
F) DEDUCTION FOR FORMAL MISTAKES	0					
Overall grade	1,8					

AACSB ACCREDITED

Summary and Evaluation of Thesis:

Overall grade:

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Frankfurt am Main, #.#.#

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