

Marketing



Important information for Bachelor/Master theses and Studienarbeiten

From January 2024

TU Darmstadt | Chair of Marketing & Human Resource Management | Univ.-Prof. Dr. Dr. Ruth Stock-Homburg

January 2024| 1

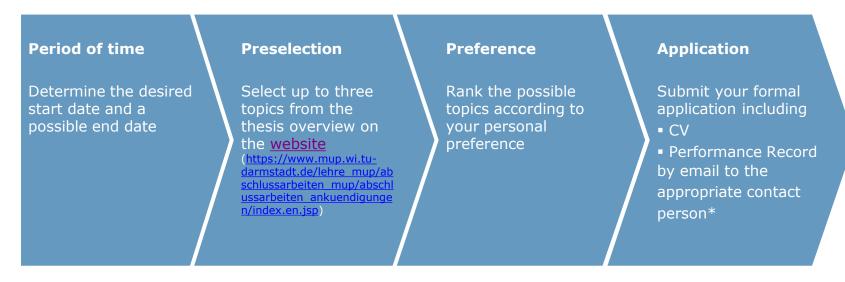
Overview

- 1. How do I apply for a thesis?
- 2. What types of written thesis are there?
- 3. What has to be handed in?





How do I apply for a thesis?



*Who is the appropriate contact person?

If you would like to apply for more than one topic, please send the email to the contact person named on the website. If you would like to apply for one topic, please send your request directly to the person named in the thesis announcement.

Contact us early and plan a lead time of approx. 2-3 months.



What types of research papers are there?

Research		Practice
"State of the Field" Thesis	Scientific Research Projects	Practice-oriented Thesis
 Work on a systematic and comprehensive review of challenging national and international literature 	 Independent working on a scientific research project Development of a conceptual frame of reference with possible subsequent empirical analysis 	 Clarification of special practice-related or company-related questions Carried out in cooperation with a company



What has to be handed in?

Master thesis/"Studienarbeiten": 60-80 pages

Bachelor thesis: 50-60 pages

- The theses (and, if applicable, relevant appendices, such as data sets, evaluation scripts or transcripts) must be submitted **digitally** via email to the supervisor (as word and PDF documents).
- All students need to disclose the use of generative AI and AIassisted technologies in their Bachelor's theses, Master's theses, Studienarbeiten and seminar theses.
- Master's and Bachelor's theses must also be uploaded to Tubama.

Bound copies are not required.

For further information please check the document "Guidelines for the formal design of scientific theses"







We wish you good luck and success in writing your thesis!

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January 2024 | 6