

Guidelines for Bachelor and Master theses

Note 1: The criteria mentioned below shall be seen as reference point. Some topics might require different and/or altered criteria. In these cases, the criteria should be agreed upon individually with the supervisor. Additionally, for theses, which are conducted in cooperation with a corporate partner, the criteria naturally should meet customer needs and therefore should be altered accordingly.

Note 2: If a student chooses more than one method (e.g. a survey plus interviews), the mentioned criteria apply to the central method of the theses.

	<u>Criterion</u>	<u>Bachelor</u>	<u>Master</u>
General issues	Number of cited references	~ 30	~ 60
	Citation style	Harvard style = parenthetical referencing Style guides are offered by AMA and APA	
	<u>Structure of the theses</u>		
	Same for all types:	Cover sheet (from our homepage, with signature) Cover sheet (individually designed) Table of content List of figures (optional) List of tables (optional) Abstract and (optional) Executive Summary	
	a. Empirical Theses	Introduction Method Results and Discussion	
	b. Literatur Review	Introduction Method Results = Review per se Discussion focusing on managerial/practical implications	
	c. Case Study	Introduction Method Alternatives (theory-driven) Analyses of alternatives Discussion	
	Same for all types:	Cited references Appendix	
	<u>Formatting</u>		
	Font style	Times New Roman	
	Font size	12 pt.	
	Line spacing	1,5-spaced	
	Typographic alignment	justified	
	<u>Topics</u>	An international scope is desirable	
	<u>Emphasize of the theses</u>	Application-oriented	Science-oriented

Guidelines on methodology	<u>Interviews</u>		
	Interview partners	~ 10	~ 20
	Typ	Guided interview	Guided interview
	Data preparation	Transcription etc.	Transcription etc.
	Data processing	Coding scheme	Coding scheme
	<u>Questionnaires</u>		
	Participants	~ 75	~ 150
	Data processing	Inferential statistics	Multivariate methods
	<u>Literature Reviews</u>		
	Cited references	Additionally ~ 20	<u>Systematic</u> review
	<u>Case Study</u>		
	Relation to science 1	Analyzed alternatives shall be derived from theory	
	Relation to science 2	Development of „teaching notes“	
	Other methods	Upon individual agreement	

Master Thesis

at the Department of Marketing

Title of the thesis

First name Last name

Vienna, date

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1 Introduction

We wish to give your thesis a consistent, high-quality appearance. We therefore ask that authors follow these basic guidelines. In essence, you should format your paper exactly like this document. The easiest way is to use this template and replace the content with your own material. The template file contains specially formatted styles (e.g., Normal, Heading, References, or Title) that are designed to reduce the work in formatting your final submission.

1.1 Originality

All papers are assumed to be original. The completed thesis needs to be uploaded on Learn@WU to be run through an anti-plagiarism tool to identify potential copyright violations.

1.2 Language, style, and content

With regard to spelling and punctuation, you may use any dialect of English (e.g., British, Canadian, US, etc.) provided this is done consistently. To ensure suitability for any reader, please pay attention to the following:

- Write in a straightforward style.
- Try to avoid long or complex sentence structures.
- Briefly define or explain all technical terms that may be unfamiliar to readers.
- Explain all acronyms the first time they are used in your text – e.g., “Text-to-Speech (TTS)”.
- Explain local references (e.g., not everyone knows all city names in a particular country).
- Be careful with the use of gender-specific pronouns (he, she) and other gendered words (chairman, manpower, man-months). Use inclusive language that is gender-neutral (e.g., she or he, they, s/he, chair, staff, staff-hours, person-years).

1.3 Argumentation

Help on how to structure your arguments provides Geißner (1981). Several possible ways are shown in Figure 1.

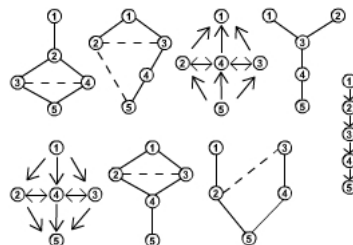


Figure 1. „Fünfsatzform“ of dialectic

1.4 Outline of your thesis

The exact outline can vary depending upon the type of thesis you are writing. In most cases, it will include an introduction, a method section (research design and analysis), a results section and a discussion section.

2 Formatting your thesis

Authors must use Times New Romans typeface. For running text, please use 12-point type size and 1.5 line spacing. Always justify the text to occupy the full line width, so that the right margin of a paragraph is not ragged.

2.1 Equations

Equations numbered for cross-referring should be displayed and centered, with the equation numbers set in parentheses and placed flush right, e.g.

$$E = mc^2 \quad (1)$$

2.2 Tables and figures

Tables and figures should be incorporated directly into the text, careful centered. A figure or table may precede the reference to it in the text. Figures and tables must be numbered separately. For example: “Figure 1. Database contexts”, “Table 1. Input data”. Figure captions are to be centered below the figures (see Figure 1). As shown in Table 1, table titles are to be centered above the tables.

Table 1. Headings

Heading level	Example	Type size, style
1st-level heading	1 Introduction	Times New Roman 18-point bold, sentence case
2nd-level heading	1.1 Design design	Times New Roman 15-point, sentence case
3rd-level heading	1.1.1 Rules	Times New Roman 14-point, sentence case
Table heading	Table 1. Headings	Times New Roman 11-point, sentence case, above Tab.
Figure heading	Figure 1. Headings	Times New Roman 11-point, sentence case, below Fig.

2.3 Itemized Lists

“Bulleted lists” may be used in the following format:

- First item. If it is very long (long long long long long long long long), it should wrap nicely as in this example.
- Another item.
- Last Item.

2.4 References and Citations

References are to be listed alphabetically, last name first, followed by publication date in parentheses. References are to be formatted using the new American Marketing Association (AMA) style. To download a short manual please click on the following link:

http://www.marketingpower.com/AboutAMA/Documents/AMA_Reference_Style.pdf. All citations mentioned in the text have to be included in the reference list, and vice-versa. References must be complete, i.e., include, as appropriate, volume, number, month, publisher, city and state, editors, last name & initials of all authors, page numbers, etc. If you use EndNote use the Style of the Journal of Marketing called „J Marketing“. For citations of up to three authors, list all author names; for four or more authors, use the first author's name followed by "et al." (no italics). A series of citations should be listed in alphabetical order and separated by semicolons: (Donnelly 1961; Kinsey 1960; Wensley 1981). Citation in the text should be by the author's last name and year of publication, enclosed in parentheses without punctuation: "(Kinsey 1960)." If you use the author's name within the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, as in "The Howard Harris Program (1966)...." If a particular page, section, or equation is cited, it should be placed within the parentheses: "(Kinsey 1960, p. 112)."

3 First-order headings

For example, “1. Introduction”, should be Times New Roman 18-point boldface, initially capitalized, flush left, without blank lines before and after.

3.1 Second-order headings

As in this heading, they should be Times New Roman 15-point, initially capitalized, flush left, without blank lines.

3.1.1 Third-order headings

As in this heading, they should be Times New Roman 14-point, initially capitalized, flush left, without blank lines.

4 References

Single- and multiple-author references for books: List author names, including first names, publication date, book title in italics, place of publication, and publisher name:

Donnelly, James H. and William R. George (1981), *Marketing of Services*. Chicago: American Marketing Association.

Geißner, Hellmut (1968), "Der Fünfsatz. Ein Kapitel Redetheorie und Redepädagogik," *Wirkendes Wort*, 18, S. 258-278.

Single- and multiple-author reference for periodicals: List author's full name, publication date, article title in quotes, unabbreviated name of periodical in italics, volume number, issue designation (month, season, or number), and page numbers:

Wensley, Robin (1981), "Strategic Marketing: Betas, Boxes, or Basics," *Journal of Marketing*, 45 (Summer), 173-182

Single- and multiple-author reference for an excerpt in a book edited by another author(s) or a proceedings: List author names, including first names, publication date, article/chapter title in quotes, book title in italics, volume number, editors, place of publication, publisher name, and excerpt page numbers:

Bettman, James R. and Mita Sujun (1987), "Research in Consumer Information Processing," in *Review of Marketing*, Michael J. Houston, ed. Chicago: American Marketing Association, 197-235.

McFarland, Richard G., Janice M. Payan, and James M. Bloodgood (2003), "Chain Reaction Behaviors in Channels of Distribution," in *Enhancing Knowledge Development in Marketing*, Vol. 14, R. Bruce Money and Randall L. Rose, eds. Chicago, American Marketing Association, 221-22.

If two or more works by the same author have the same publication date, they should be differentiated by letters after the date and alphabetized according to the first word in the article title. The letter also should appear with the citation in the text:

Day, George (1981a), "Analytical Approaches to Strategic Market Planning," in *Review of Marketing*, Ben Enis and Kenneth J. Roering, eds. Chicago: American Marketing Association, 89-105.

Day, George (1981b), "The Product Life Cycle: Analysis and Applications Issues," *Journal of Marketing*, 45 (Fall), 60-67.

References to unpublished works, such as doctoral dissertations, presented papers, research reports, and working papers, should be included in the references list. The words “report,” “working paper,” and so on, are not capitalized unless the work is part of a numbered section. Include information about the sponsoring university or organization, such as name of department, college, university, and city/state.

Coughlin, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase," doctoral dissertation, Department of Marketing, City University of New York.

Ellison, Glenn (2005), “Bounded Rationality in Industrial Organization,” paper presented at the 2005 Econometric Society World Congress, University College London (August 19–24).

Friedman, Jamie, Thomas P. Berquist, Chris Debiase, Steven Kahl, and Cheng Lim (2001), “Technology: B2B Software,” research report, Goldman Sachs (February 23).

Kwerel, Evan and John Williams (2002), “A Proposal for a Rapid Transition to Market Allocation of Spectrum,” Working Paper No. 38, Office of Plans and Policy, Federal Communications Commission.

Web sites and URLs: List author names, including first names, publication date, title of page on Web cite in quotes, date material was accessed in parentheses, and the full URL of the actual Web page.

Smith, Julie (2004), “I Am a Marketer,” (accessed June 26, 2004), [available at <http://www.marketingscool.com>]

5 Appendix

Possible content:

- Interview transcripts
- SPSS-Output-files
- Questionnaire

