**Application for a bachelor thesis at the Institute for Marketing and Consumer Research**

*(Please fill out all columns)* Date of application:

**Surname:**

**First name:**

Date of birth and place:

Nationality:

Student ID:

Field of study/degree program:

**Address at place of study**:

Postcode/ place:

Street/ house number:

Phone number:

Email address (private):

**Home address** (if different than above):

Postcode/ place:

Street/ house number:

Phone number:

Email address (private):

Graduation from which type of school (AHS, HAK, HTL,...):

1st SBWL at WU:

2nd SBWL at WU:

Other study program (if applicable):

Language skills:

Other skills (e.g., EDV):

Previous occupations/ practice experience:

Currently employed? (Which company? Since when?):

**Desired topic:**

**Please fill in:**

Course 1: Consumer Psychology and Behavior grade:

Course 2: Consumer Touchpoint Management grade:

Course 3: Research Methods in Marketing grade:

Course 4: Marketing and Consumer Research Project grade:

Course 5: Marketing Insights grade:

The following courses were credited from another university/study:

Course 1 [ ]

Course 2 [ ]

Course 3 [ ]

Course 4 [ ]

Course 5 [ ]

Scientific Writing (Grundlagen wissenschaftlichen Arbeitens) grade:

Completed in WS/SS 20

Institute:

Lecturer:

**Why do you want to apply for this topic?**

**Which language would you like to choose for your bachelor’s thesis?**

[ ]  German

[ ]  English

**The following columns will be filled in by the Institute:**

Topic assigned on (date):

Primary supervisor:

Co-supervisor:

Submission of the 1st draft on:

Assessed on:

**Grade**:

Topic withdrawn on:

Reason/ Explanation: