

# Bachelorseminar WS 2021 (040235) – 8 ECTS

## Instructor

Matthias Glaser MSc, Room 4.605  
Office hours: By appointment  
E-mail: matthias.glaser@univie.ac.at  
Tel.: +43 1 4277 38025W

## Prerequisites and Requirements

- Register via u:find
- Have completed “VO Einführung in das wissenschaftliche Arbeiten”
- Attendance in first session is mandatory. Absence will result in deregistration.
- Camera and microphone to participate because the course takes place online.

Every group member is expected to present at both presentations of their group. Attendance is compulsory (“prüfungsimmanent”), more than three absences lead to failing the course. Failing the course requires retaking the whole course, individual aspects of the performance (e.g., Presentation 1) cannot be repeated.

Language: English

## Schedule

05.10.2021: 09:45 – 13:00	Introduction, thesis structure and development, key concepts
12.10.2021: 09:45 – 11:15	Narratives: Concepts, topics
<b>Thesis topic registration deadline: 19.10.2021</b>	
15.11.2021: 09:45 – 16:30	Presentation 1 (theory, research question, methodology)
29.11.2021: 15:00 – 16:30	Workshop
10.01.2022: 09:45 – 16:30	Presentation 2 (analyses, findings, implications)
<b>Thesis submission deadline: 08.02.2022</b>	
Note: all sessions take place online via a web-conferencing tool	

## Teaching Method and Content

In this seminar students are expected to complete a bachelor’s thesis. In the course students develop essential skills related to the project, e.g., literature search and review, theory development and deriving a research question, analysis and interpretation of empirical data, presenting the findings, and writing of the thesis.

The seminar focuses on narratives in a marketing context. We use narratives (also known as stories) to communicate and convey our experiences. A narrative lens has been applied to various areas in marketing, e.g., ranging from advertising over entertainment (e.g., product

placements in series) to storytelling by consumers (e.g., consumption experiences). The bachelor's thesis is expected to revolve around a topic in the area of narratives in marketing (students can propose a topic or choose a topic suggested by the instructor). The thesis project includes theory development, empirical data collection, analysis, and deriving implications for theory and industry practitioners.

Students will work in groups (4-6 students depending on number of course participants) on their thesis projects. Students will receive feedback on their presentations from the instructor and their peers. The course applies different settings (e.g., lecture, workshop) to support students in the development of the project.

### **Evaluation Criteria and Assessment**

Evaluation criteria of the seminar are as follows:

Presentation 1 (theory and research questions): 20%

Presentation 2 (empirical analysis and results): 20%

Written bachelor's thesis: 60%

Each member of the group is expected to be involved in all stages of the project (e.g., theory development, data collection, analysis, ...) to ensure their skill development. Students will be graded as a group (i.e., same grade for all members of a group), individual grading is only applied to an evaluation criterion when student performance diverges substantially, for example during the presentation.

The final grade is determined as follows:

≥ 80%: 1

≥ 70%: 2

≥ 60%: 3

≥ 50%: 4

< 50%: 5 (fail)

This course uses the software Turnitin to check written work for plagiarism.

### **Literature**

Topical:

- (1) Students should develop their theory primarily based on articles published in academic journals. Literature suggestions will be provided in the course. Databases with such articles can be accessed, for example, through the library website of the University of Vienna.

Methodological:

- (2) Methodological literature will be suggested in the course.