

Syllabus: Masterarbeitskonservatorium (2ECTS) SS2022 (040210)

Details:

Supervisor: Univ.-Prof. Dr. Christoph Fuchs
Language: English

Registration: It is not necessary to allocate points for your registration, students who have a supervisor can register.

For further questions please contact Judith Ladenstein: judith.ladenstein@univie.ac.at
Homepage: <https://marketing.univie.ac.at/studium/master/lvs-im-sommersemester/>

Dates:

Date	Time online in Zoom
08.03.2022	9.45 – 13.00
29.03.2022	9.45 – 13.00
26.04.2022	9.45 – 13.00
10.05.2022	9.45 – 13.00
24.05.2022	9.45 – 13.00
14.06.2022	9.45 – 13.00

Aims, contents and methods:

This Conversatorium aims at providing a regular exchange between the supervisor and the course participants in the process of investigating the research problem, selecting and implementing of suitable methods as well as the writing of the master's thesis.

The aim is completing your master's thesis by the end of this semester.

Assessment:

Based on the quality and preparation of presentations.

Minimum requirements and assessment criteria:

In each unit, you will present your progress on your master's thesis and receive feedback from the supervisor and your peers.

Literature:

Bem, D. J. (1987). Writing the empirical journal article. *The compleat academic: A practical guide for the beginning social scientist*, 2, 185-219. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.687.6970&rep=rep1&type=pdf>

Bem, D. J. (1995). Writing a review article for Psychological Bulletin. *Psychological Bulletin*, 118(2), 172. <https://www.mcgill.ca/connectionslab/files/connectionslab/writingareviewpaperforpsychologicalbulletin.pdf>

Warren, N. L., Farmer, M., Gu, T., & Warren, C. (2021). Marketing Ideas: How to Write Research Articles that Readers Understand and Cite. *Journal of Marketing*, 00222429211003560.

Williams, J. (1990). *Toward Clarity and Grace*. Chicago: The University of Chicago.