

Course# 040210

Language: English

Supervisor

Univ.-Prof. Dr. Christoph Fuchs

Co-supervisors: Dr. Catia Alves

Dr. Jan Andre Koch

Aims, contents and methods

This Konversatorium 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

20% Presentation topic

20% Methodology

20% Presentation Results

40% Preliminary-Thesis

Here are the dates:

They take place online in ZOOM: you will find the link on Moodle.

Students attend all sessions!

Presentation Topic

11.03. 9:45 - 14:45 Catia Alves + Jan Koch

Methodology

29.04. 8:00 - 10:00 Jan Koch

06.05. 9:45 - 11:45 Catia Alves

Presentation Results

03.06. 9:45 - 11:45 Jan Koch

10.06. 9:45 - 11:45 Jan Koch

Hand in preliminary - thesis:

24.06. Jan Koch

01.07. Catia Alves

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/connections-lab/files/connections-lab/writing-a-review-paper-for-psychological-bulletin.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.