

Exposé – Key Elements

- These key elements are only relevant for the master thesis process (not for the bachelor thesis process!).
- The exposé of a master thesis at the Department of Marketing needs to include the following elements:
 1. Short introduction of the topic
 2. Case of problem in combination with practical relevance
 3. Theoretical integration of the problem (e.g., what has scientific research done so far in regard to this problem)
 4. Identification of the research gap
 5. Planned own contribution in order to fill the research gap
 6. Formulation of two or three research questions
 7. Development of a conceptual framework (including dependent and independent variables and hypotheses)
 8. Methodological approach. Describe the type of qualitative or quantitative method you want to apply (e.g., structural equation model (SEM), regression analyses, (M)ANOVA, ...). To get a first impression of quantitative methods, you may have a look into:

Backhaus, K., Erichson, B., Plinke, W., & Weiber, R. (2015): Multivariate Analysemethoden: Eine anwendungsorientierte Einführung, 14. Auflage, Springer-Verlag

Backhaus, K., Erichson, B., & Weiber, R. (2015): Fortgeschrittene multivariate Analysemethoden: Eine anwendungsorientierte Einführung, 3. Auflage, Springer-Verlag
 9. Preliminary outline of the master thesis
 10. List of literature

General Advices:

- Our “Guidelines for Scientific Working” are the basis for the format of your exposé.
- Be specific in the formulation of your exposé. We need to get detailed insights of your planned master thesis.
- Be specific in working out your conceptual framework. Which variables do you want to include? Why? Are they necessary? The variables and/or the framework should be based on relevant scientific literature (e.g., adding or deleting some variables, putting the framework in another context).
- The exposé needs to be well-structured and free of contradictions. Only include relevant information needed to understand your planned master thesis.
- The size of the exposé should be around 3-5 DIN A4 pages (list of literature is not included).