

Masters Thesis

Academic Year: (2021 / 2022)

Review date: 30-05-2021

Department assigned to the subject:

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Master Final Project ECTS Credits : 6.0

Year : 1 Semester : 0

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Have approved at least 24 credits of the master.

OBJECTIVES

Skills to be acquired

General skills

*CG4: Fluid oral and written communication skills in the language(s) used throughout the training process.

*CG5: Independent learning ability.

*CG6: Ability to search and analyze information from different sources.

*CG7: Ability to critical analysis and synthesis.

*CG16: Critical and self-critical reasoning.

*CG18: Ability to work autonomously.

*CG20: Creativity or ability to generate new ideas

*CG21: Effective management of time and pressure.

Specific skills:

*CE3. To know and apply the fundamental theories of strategic and operational marketing, and its application to marketing management under different philosophical approaches, emphasizing market orientation.

Learning objectives:

¿ Prove the knowledge, skills and competencies acquired.

¿ Be able to relate theory and practice.

¿ Be able to effectively communicate in writing ideas and arguments.

¿ Understand the role of ethics in business decision making

DESCRIPTION OF CONTENTS: PROGRAMME

The thesis is the culmination of graduate work. Students trained in the master's should demonstrate the knowledge, skills and competencies acquired during their studies through an original thesis work about any specific problems of marketing and market research.

Students should carry out an individual work to demonstrate the knowledge, the skill and the abilities acquired from their studies by solving specific marketing problems of companies in a business environment.

LEARNING ACTIVITIES AND METHODOLOGY

Students will have 2 group lectures about how to develop and write a good master's thesis. The first one will provide the general instructions; and the second session will be about how to approach the project.

Every student will be assigned a tutor, from whom the student obtains proper advice on the thesis. The advisor will provide general guidance in weekly meetings, and will help students refine their topic and develop their argument. The tutorials will be 1-hour weekly meetings during the period of tutorials. Meetings will be organized either as short individual sessions, or as group meetings.

After Students receive the initial feedback, students should develop their work individually.

Important dates:

1. Next to the last week of the third semi-quarterly: Deadline to submit 2 project's proposal ideas.
2. Last week of the third semi-quarterly: Tutors are assigned.
3. First week of the last semi-quarterly: Start of the orientation meeting tutorials with the tutor (6 weeks).
4. Third week of the last semi-quarterly: Deadline to submit a FMT short proposal.
5. Fourth week of the last semi-quarterly: Tutor approves the progress of the project.
6. End of the last semi-quarterly: Early June.
7. First week of July: Deadline to submit the FMT.
8. Mid-July: Thesis Defense.

ASSESSMENT SYSTEM

The Master's thesis is evaluated by a panel of scholars in the Oral Thesis Defense (100% of the grade), according to the four central learning goals are:

1. General Knowledge:

1.1. Knowledge of marketing disciplines: graduates will demonstrate their overall competency in all the functional areas of marketing.

1.2. Knowledge of instrumental disciplines: Graduates will be able to show competency in complementary disciplines providing useful instruments for marketers.

2. Interpersonal skills:

2.1. Oral communication skills: Graduates will be able to express themselves clearly defending their ideas in the business world.

2.2. Written communication skills: Graduates will be able to write and argument their ideas effectively in the business environment.

3. Conceptual analysis:

3.1. Collect and analyze relevant information: Graduates will be capable of finding, processing and also summarize information.

3.2. Use of knowledge for solving practical problems. Graduates will be capable of analyzing information critically, integrating it with their knowledge in order to solve practical problems and to formulate appropriate decisions.

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BASIC ELECTRONIC RESOURCES

- Library Universidad Carlos III de Madrid . TFM resources: <http://uc3m.libguides.com/TFM>