



ANNEXO 2:

FMT MSc in Marketing

GENERAL INFORMATION

This guidebook summarizes the procedures followed by the Office of Graduate Studies for students who are planning to write theses for their master's degree.

The thesis is the culmination of graduate work, and it is the formal product. For the thesis, the 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. Every student will be assigned a tutor, from whom the student obtains proper advice on the thesis. However, ultimately it is the student's responsibility for making adequate progress toward completion of his or her thesis and for producing high quality work.

The period of the subject starts on April and ends on June (see Schedule). , but you should start thinking on the topic today better than tomorrow. However, the subject is a 6 credits one, so the thesis should be a reasonable amount of work, but not a PhD thesis.

THESIS PROCESS

To help you with the thesis work, students will have 2 group lectures about how to develop and write a good master's thesis:

- a) The first one will provide the general instructions
- b) The second session will be about how to approach your project.

The process follows the following step (see Schedule):

1. The students should present 2 project's proposal ideas (the preferred and an alternative). A 1 page proposal describing the 2 potential topics for a thesis should be uploaded in the subject "C4.269.16235-99 MASTER'S THESIS 14/15-2C" in Aula Global.
The naming convention for the initial e-thesis file must be as follows:
Student id #_ last name_ first name_ proposal.pdf
2. A tutor will be assigned to a topic/student that best fit his/her interests.
3. The tutor will contact the student to discuss the initial steps of the project before they start working formally on it.
4. Once the project topic is chosen, the students should start working on it and write a short proposal with the goals of the thesis and the main milestones.
The naming convention for the initial thesis file must be as follows:
Student id #_ last name_ first name_ initialthesis.pdf
5. The tutor should authorize the progress of the project



6. Students should upload in Aula Global and hand in two printed copies and PDF or Word version of the work to María Galán.

The naming convention for the initial e-thesis file must be as follows:

Student id #_ last name_ first name_ finalthesis.pdf

After the students receive the initial feedback, they should develop their work individually. However, students may have orientation meetings personal tutorials with the tutor. The tutorials will be 1-hour weekly meetings during the period of tutorials (see Schedule). Such meetings will be organized either as short individual sessions, or as group meetings.

THE THESIS FORMAT

The thesis must be original, theoretical and/or applied, and it must demonstrate the skills, competencies, and the knowledge learnt by the students. For the applied works, the students should formulate and solve real cases or projects using techniques and skills learnt throughout the master's courses. For the implementation of this type of work the student can use the available data bases in the university, or to collect information through any of the research methods studied in the program. For theoretical projects, the student should make a critical review of the academic literature that is most relevant to the chosen area, and at the same time, s/he should propose a new analysis of the issue. Both the analysis and synthesis are important skills with a significant weight, since this is what really measures the maturity of the student. The thesis should not be limited to a mere work of recapitulation and documentation of information without any deduction or extrapolation of ideas.

To work on the thesis project, the students will get a template providing indications about the required format (cover, size, font, spacing and indentation). This template is available in Aula Global.

The format specifications of the document should be as follows:

- Main body: 40 pages
- Appendixes: up to 20 pages
- Font Size: 12p and Spacing: 1.5-line spacing
- Margins: Normal (top and bottom margin 2.5 cm lateral and 3 cm)

In cases where plagiarism is suspected, the examiner must return the thesis and report the suspected plagiarism, citing sources of the original material that was allegedly plagiarized. In cases where plagiarism in the thesis is charged, the thesis examination does not proceed, and the thesis will not be passed this academic year.

THE THESIS DEFENSE

The thesis defenses are organized by sessions of 6/7 students.

- The defense is done in a public and oral presentation. The defense is open to the university community and the public. You can invite colleagues, friends, and family members if you would find that helpful/supportive.
- The defense is a brief presentation of your written thesis.
- Prepare and practice your presentation. You should plan your presentation to run about 15 minutes (meaning about 15/20 slides), and then there is 10 remaining minutes for panel questions.
- You can hand a copy of your slides, or any other additional material if necessary.
- Be on time (better if you show up 1 hour before).



The thesis grade will be communicated by Aula Global.

Evaluation of the Written Thesis

Tutors provide an overall judgment of “passed” or “not passed”, assessing whether or not the thesis fulfills the requirement for the program. However, the Master’s thesis is evaluated by a panel of two other scholars in the Oral Thesis Defense. Examiners are asked to evaluate the thesis according to a number of criteria as indicated in the grid in the thesis examination form which will be presented next.

The four central learning goals are:

- **General Knowledge:**
 - o *Knowledge of marketing disciplines:* graduates will demonstrate their overall competency in all the functional areas of marketing
 - o *Knowledge of instrumental disciplines:* Graduates will be able to show competency in complementary disciplines providing useful instruments for marketers.
- **Interpersonal skills:**
 - o *Oral communication skills:* Graduates will be able to express themselves clearly defending their ideas in the business world.
 - o *Written communication skills:* Graduates will be able to write and argument their ideas effectively in the business environment.
- **Conceptual analysis:**
 - o *Collect and analyze relevant information:* Graduates will be capable of finding, processing and also summarize information.
 - o *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.
- **Ethical skills:**
 - o graduates will be able to identify ethical aspects latent in the marketing decision processes, and aware of the legal implications of their decisions.



FMT SCHEDULE

February 20	1st Group Lecture
March 6	2nd Group Lecture
March 15	Deadline to submit 2 project's proposal ideas
April 25	Tutors are assigned
From April 7 to May 22	Orientation meetings tutorials with the tutor.
April 23	Deadline to submit a FMT short proposal
May 3	Tutor authorizes the progress of the project
June 3	Deadline to submit FMT
July 13 or 14	Thesis Defenses