Master Thesis
MSc Marketing Management
MSc Marketing Analytics

Spring 2021

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Understanding Society

Your Thesis Coordinators

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Agenda

- **Your MSc Thesis**
  - Entry Requirements
  - Types of MSc Topics
  - MSc Thesis and Internships
  - Finding a Topic
  - Writing your Research Proposal
  - Writing your Thesis
  - Evaluation Criteria
- **Procedure & Timing 2020-2021**

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General Purpose of the MSc Thesis

- Primary objective of writing a Master Thesis: **Final proof of student's academic capabilities**

  - Independently done

  - Related to domain of Marketing Management / Marketing Analytics

  - Scientifically based / state-of-the-art techniques

  - To contribute to theory development of solving a business problem

- Credits: 18 ECTS (504 hours)

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Your MSc Thesis

- Entry Requirements
- MSc Thesis and Internships
- Types of MSc Topics
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- Evaluation Criteria

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Entry Requirements MSc MM

Master Marketing Management

24 ECTS of which…

- Introduction to Research in Marketing

- 2 managerial courses (Brand Management, Marketing Communication, Marketing Channel Management, Strategic Marketing Management)

- 1 research course (Conjoint Analysis, Research in Social media, Market Assessment, Experimental Research, Customer Analytics, Survey Research, Pricing and Monetization)

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Entry Requirements MSc MA

Master Marketing Analytics

24 ECTS of which…..

- Introduction to Research in Marketing

MSc Thesis & Internships

Internship allowed, but be aware:

- The thesis determines your grade, not your work during the internship

- We do not sign contracts for internships. Simone Hofland (Career Services Officer TiSEM) can sign NUFFIC agreements for internationals.

- It might be better to first do the internship and start writing your thesis at the end of your internship. This, however, will cause some study delay.

- The more you have to "work for the company" the larger the risk that you will not be able to finalize your thesis before the deadline.

- An internship abroad makes it more difficult to get proper feedback

Topis Selection

- **Supervisor-defined topics:**
  - Application for topic via Google form
  - Application procedure open Nov 13 (noon, 12.00)
  - Topics will be posted on CANVAS a couple of days in advance: Check Canvas for available topics (round 1 as of Nov 11 / via Google Forms)
  - Via your TiU Google account

- **Company topics:**
  - Interesting platforms to find a company topic:
    - Canvas general + thesis (calls from companies)
    - Tilburg University Career Portal (virtual marketplace for research projects): www.tilburguniversity.edu/careerportal
    - Asset|Marketing
    - Integrand
    - ...

- Start early!

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Topic Selection: Application (1)

- 2 forms of topics:
  - Supervisor-defined topics
  - Company-defined topics

- 3 application rounds:
  - Round 1: Nov 13 – Dec 3
  - Round 2: Dec 18 – Jan 7
  - Round 3 (thesis clinics in weeks 1 to 3): Feb 7 – Feb 12

  note (1): not compulsory to participate in all rounds
  note (2): sufficient supervisor topics available, but limited per topic/supervisor

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Topic Selection: Application (2)

Via Google Forms:

Please select your MSc Thesis topic from the list below:

○ I will work on a company topic

○ I want to cancel my Round 1 registration

⦿ 2. Language Effects (number of applications: 1/4; language: Eng; link to
topic:https://drive.google.com/open?id=1Vpmw4ZJBnFu-zxjkyQwGLtbyfQepjdfk)

○ 3. Leading with Purpose (number of applications: 0/6; language: Eng; link to
topic:https://drive.google.com/open?id=1IcNNeYtu45n8H3zvoEvb3T9TbJvZ7_Mm)

○ 4. Movie Industry (number of applications: 0/6; language: Eng / Dutch; link to
topic:https://drive.google.com/open?id=1sml-e0sBU44qsg8FakKyXuSl68qiB1QK)

○ 5. Lighting (in collaboration with company Lighting (number of applications: 0/2;
language: Dutch; link to topic:https://drive.google.com
/open?id=1wmcwXYktlDoW07Aw6axVMziYr61LPHu5)

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Topic Selection: Application (3)

Check the confirmation message:

## Topic Selection MSc Thesis Marketing - Application Round 1 (Spring 2021)

Thank you for filling in the google form.

Two important things to keep in mind:

1) If you haven't uploaded your materials yet (research proposal, grade list, motivation letter), you should do so before December 3 (23.59) (for supervisor defined as well as company defined topics). Just use the same link (via "edit your response", and make sure you are logged in with your Tilburg University Google account) to upload and finalize your topic selection.

2) Carefully check the confirmation email that you receive. If this mail states the topic you selected, you are fine and your registration came through. If the topic is not in your confirmation, you need to re-select a topic in the Google form. One reason why this sometimes goes wrong is that too many students are looking at the same topic (and by the time you click, the topic is gone).

Edit your response

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Topic Selection: Application (4)

Check, double check, and keep the confirmation mail:
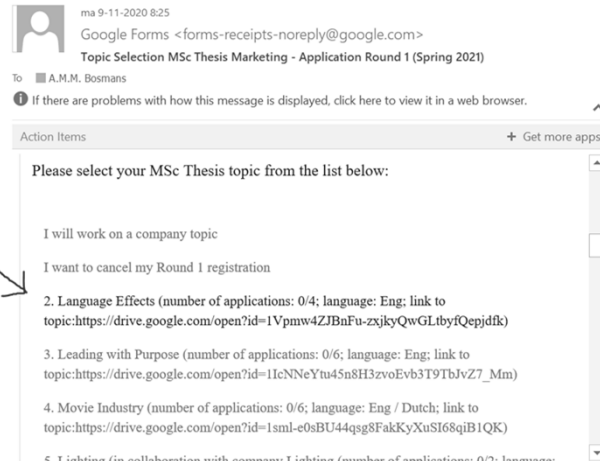
Topic Selection: Application (5)

For **company topics**, always ask yourself:

1. Is the topic sufficiently related to marketing?
2. Can the project be finished within 4 months? (scope, concrete)
3. Is the topic relevant? (both from a managerial as well as from an academic point of view
4. Can I collect / get suitable data?
5. Which methodology and analysis would be appropriate?

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- Suitable company topics:
    - Branding, communication, advertising, (online) channel management, marketing strategy, product development, innovations, …. *(and many more …)*
- Suitable data collections methods:
    - Survey, experiments, scraping, transaction, panel, transaction, clickstream, social media,…
- Suitable analytics:
    - (Logistic) Regression, MDS, Conjoint, Anova, SEM,…

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Some examples of (company based) MSc Theses…

- **From the MSc Marketing Management:**
    - **Ilse Festen:** *"Can healthiness and tastiness go together? Combining health claims with taste claims to stimulate healthy food consumption" - supervisor defined topic*

    - **Luc Teekens:** *"Can we get (too) personal? A study on the effects of the number of personalization elements and their perceived vulnerability by the customer on click-through intention in an email marketing setting - Company defined topic (Yourzine)*

- **From the MSc Marketing Analytics:**
    - **Fleur de Vos:** *"The effect of Sentiment in Television Soaps on Viewers' Liking for Episodes and the Moderating Role of the Day of the Week" – Company defined topic (RTL)*

    - **Suzan de Jong:** *"The key drivers of a successful online video campaign: A study into the effect of online campaign metrics on ad recall" – Company defined topic (Greenhouse)*

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Unsuitable company topics:

- Research into "the desires" of the consumer
- What does the market for … look like
- Finding out what the "added value" is
- What does the consumer expect from us
- What is the best way to generate more sales
- A strategic (marketing / communication) plan
- …………….

Don't ask us the question "Is this a suitable topic", as it is your task to do that!

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Writing your Research Proposal

Research proposal (BRT, MBEO, IBR) serves as basis for Chapter 1 and should contain

1. Short introduction of the company *(if applicable)* and topic
2. Problem indication *(reason for the research)*, including a discussion of the academic and practical relevance
3. Problem statement and research questions
4. Variables of interest *(link to academic literature!)* and conceptual model *(if applicable)*
5. Research method *(e.g. which data collection method and which statistical analyses do you intend to use?)*

Notes:

(1) Max 7 pages (excl. cover page and reference list)

(2) Use the format of Appendix II in Manual Master Thesis 2020-2021.pdf

(3) Check out the "(Web)Lectures on how to write a good research proposal" link on Canvas to refresh your memory on how to formulate research questions and design conceptual models

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Writing your Thesis: General Structure

Typically 5 chapters:

1. Introduction (see previous slide)

2. Conceptual framework (literature, hypotheses and concepts)

3. Methodology (plan for data collection, explanation of methods)

4. Results (actual data collection, discussion of empirical results)

5. Conclusions and recommendations (summary, managerial recommendations, limitations and further research)

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Writing your thesis: Practicalities

- Max. 35 pages *(12 pt Times New Roman, 1.5 line spacing)*

- Front page, title page, management summary, preface, table of contents, literature list and appendices (if applicable) are not included in those 35 pages

- "No one will read your appendices":

  - Do not put essential tables and other info in appendices, but include them in the text
  - Only allowed to clarify, not do discuss content (e.g., questionnaire, computer output, extra details, …)

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Handing in and assessment

- Digitally send in to supervisor and co-reader
  - Final version of thesis
  - Raw datafile and syntax (code you used to anlyze the data)
  - Thesis clip

- Upload final version of thesis + thesis clip in Canvas

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Evaluation criteria

- Problem statement (clear objectives, clear relevance)

- Theory (relevant, depth, convincing, appropriate)

- Method (design, qual. and quan. procedure, sampling)

- Analysis and findings (implementation, relevant, structured)

- Conclusions (connection research problem, recommendations)

- Style (length, readability, main structure, usage appendices)

- Independence (amount of "extra" supervision, own input)

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Evaluation Criteria (2)

- If thesis is of insufficient quality, you:

  1. fail

  2. rework the thesis on an individual basis, based on the feedback on the first version (2 months time) – the extra time and feedback will reduce your grade

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Electronic tools

- **Canvas: Master Thesis Marketing (2020-2021):**
  - Manual / Thesis Guide
  - Announcements
  - Links to (research) resources *(see for example "Research resources")*
  - Topics: Supervisor as well as company defined
  - Good examples
  - Handing in your final thesis and thesis clips
  - ...
- **Google Forms:**
  - Finding a supervisor topic & handing in your proposal (link will be posted on Canvas)

- **MaMa**
  - http://mystudy.uvt.nl/it10.mam_student
  - System we use to double-check the entry-requirements, and to allocate you to a supervisor and co-reader
  - Will probably be replaced by "Scriptiedossier" in the fall (the university is still working on the system)

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Procedure & Timing
Academic Year 2020-2021 (semester 2)

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Timeline

	Deadline	Who?	Action
Round 1	Nov 11	Supervisors	Post supervisor-defined topics (round 1)
	Nov 13-Dec 3	Students	Apply for supervisor-defined topic/company-defined topic (round 1)
	Dec 17	Supervisors / Thesis coordinators	Communicate GO/NO GO (round 1) + Assign supervisors (for company-defined topics)
Round 2	Dec 16	Supervisors	Post (remaining) supervisor-defined topics (round 2)
	Dec 18 –Jan 7	Students	Apply for supervisor-defined topic/company-defined topic (round 2)
	Jan 15	Supervisors / Thesis coordinators	Communicate GO/NO GO (round 1) + Assign supervisors (for company-defined topics)
Round 3	Feb 7-Feb 12	Students	If NO GO after round 2: Attend thesis clinics If GO after round 2: Contact supervisor, start writing thesis
	+/- Feb 7 (TBA)	Thesis-clinic students	Apply for supervisor-defined topic/company-defined topic (round 3)
	Feb 12	Thesis coordinators	Communicate GO/NO GO for thesis-clinic students, and assign supervisors in case of GO
		Thesis-clinic students	If GO: contact supervisor, start writing thesis If NO GO: Apply for new topic next semester
Write	Feb 7-Jun 4	Students	Write thesis
Deadline	Jun 4	Students	Hand in thesis + thesis clip
Result	Jun 25	Supervisors + second readers	Grade thesis + communicate results (between June 22 and 25)
Resit	August	Students	Resit: Hand in Resit thesis + resit clip

Resit

- Rework thesis based on feedback first submission
- No extra feedback moments in July - August

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Good Examples

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Example Thesis MM: Ilse Festen

Can healthiness and tastiness go together? Combining health claims with taste claims to stimulate healthy food consumption


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Example Thesis MM: Luc Teekens (Yourzine)

Can we get (too) personal? A study on the effects of the number of personalization elements and their perceived vulnerability by the customer on click-through intention in an email marketing setting

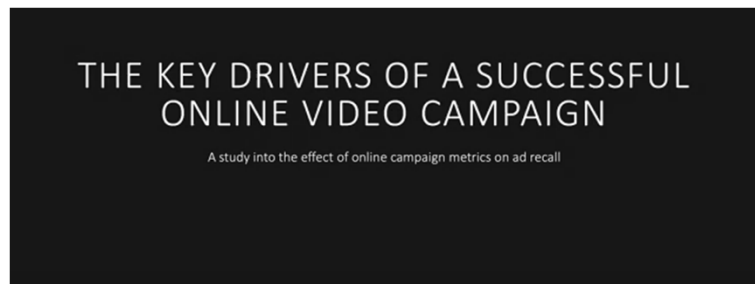TILBURG ◆ UNIVERSITY   Spring 2021

Example Thesis MA: Fleur de Vos (RTL)

The effect of Sentiment in Television Soaps on Viewers' Liking for Episodes and the Moderating Role of the Day of the Week

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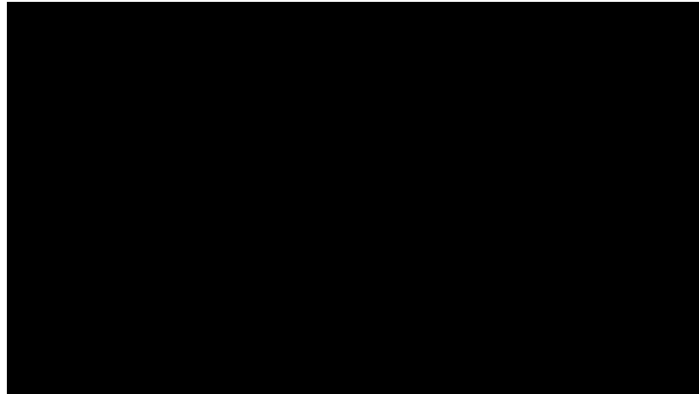
Example Thesis MA: Suzan de Jong (Greenhouse)

The key drivers of a successful online video campaign: A study into the effect of online campaign metrics on ad recall

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Questions?

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