



Notes on Academic Writing

Chair of Marketing
(Last updated: March 12, 2025)

1 Styling

- | | |
|-----------------------|--|
| Font style | <ul style="list-style-type: none">• Times New Roman• Font size 12pt for body text, 13-14pt for headings (Exception: tables and footnotes may be written in font size 10pt) |
| Margins | <ul style="list-style-type: none">• Top, bottom, left, and right: 2.5 cm each |
| Layout | <ul style="list-style-type: none">• Full justification• Line spacing 1 ½ (Exception: tables and footnotes may be written with single line spacing)• Only print on one side of the paper |
| Page numbering | <ul style="list-style-type: none">• Arab page numbering starts with the main body of the text• All pages before the main text (i.e., table of contents) are numbered with Roman numerals• Figures and tables are to be numbered sequentially |

2 Content-related structure of the thesis

Order of the sections of a thesis (*optional):

- **Cover page** (template at the end of this document)
- **Table of contents** (We recommend that you follow the structures of publications in renowned journals)
- **Main Text**
- **References**
- **Appendix***
- **Formal declaration** (content of the declaration can be found in the general provisions of the respective exam regulations; M.Sc.: §17 (4), B.Sc.: §19 (4))

3 Figures and tables

3.1 Appendix vs. main text

- Important figures and tables should not be moved to the appendix merely because of space constraints. Only supplementary information that is not necessary for understanding the text may be part of the appendix. An illustration or table that clarifies essential parts of the text should, therefore, be inserted at the corresponding text passage.
- Tables and especially figures must be self-explanatory. However, they also must be referred to in the text.

3.2 Outputs of statistical models

- Outputs of statistical models (e.g., regression outputs) must contain all relevant information (e.g., estimate, standard deviation, p-value, R-squared, ...). You also must report effect sizes whenever possible.
- We recommend following the table styles used in renowned journals (e.g., Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research, ...)

4 Length requirements

The main text (as defined above) of a thesis is usually subject to the following manuscript length restrictions, unless explicitly stated otherwise:

- Seminar thesis: 12 pages
- B.Sc. thesis: 12 pages
- M.Sc. thesis: 30 pages

5 Language

- **Grammatical, spelling, and punctuation mistakes** will hurt your grade.
- Strive for **objectivity and simplicity**. An academic paper is not an essay. Your language should be simple, clear, and precise. Avoid the use of unnecessary foreign words.
- Avoid **abbreviations**. You can use standard abbreviations ("e.g.", "i.e.", "etc.", ...) without additional explanation.

6 Use of sources and references

It is less relevant *which* of the numerous citation styles you use. However, it is more important that you apply the citation style of your choice in an accurate, unambiguous, complete, and *consistent* way. Hence, you should view the following notes as recommendations. Further, we recommend following the citation styles used in renowned journals. However, while most journals do not cite with page numbers, we require you to use page numbers when giving a citation.

6.1 Indication of sources in the text

For example, citations in the text can have the following structure: *Author(s) year of publication, page(s)*.

Example:

- Customer reviews have been shown to substantially influence product sales as an important source of electronic word-of-mouth (*Chevalier and Mayzlin 2006, p. 350*).
- or:
- Chevalier and Mayzlin (2006, p. 350) show that, as an important source of electronic word-of-mouth, customer reviews have a substantial influence on product sales.

6.2 Quotes

- **Direct quotes** should be avoided. You should only use them if an author uses language that is perfect for your purpose. Otherwise, you easily create the impression that you are merely putting sources without adding anything.
- Indicate exact, verbal quotes with **quotation marks**.
- Quotes must be reproduced in their **original wording**. Possible changes are indicated by dots ([...]).

6.3 References at the end of a thesis

List your sources and references in **alphabetical order** of the authors' names. Make sure that your list of references is **complete**:

- Each source that is referred to in the main text needs to appear in the bibliography. (But not more – do not list sources that you have read but that you have not directly used in the text.)
- References to the literature must contain all information that the reader needs to be able to find the source without problems. Here, again, we recommend that you stick to formats used in renowned journals.

7 Submission

- **Bachelor theses:** Turn in two copies that are bound using a "Heftstreifen" (no hard or soft cover). In addition, put your thesis, all code, and the data (if not publicly available) into a ZIP file and name the file according to your name (e.g., B322a_Mustermann_Max.zip). Upload this ZIP file to the respective ILIAS course.
- **Seminar theses:** Put your thesis and all code into a ZIP file and name it according to your name (e.g., B520_Mustermann_Max.zip). Upload this ZIP file to the respective ILIAS course.
- **Master theses:** Turn in two copies in bound and digital form (hard or soft cover, no spiral binding) at the examination office as well as a digital version (pdf file) by email to: ma-arbeiten@wiso.uni-tuebingen.de. The PDF file is to be sent by the student (ideally from the student email address) by 11:59 pm on the day of submission. Both the file and the subject of the email must be filled with the following data: Student ID Number, Last Name, and First Name. If you send the PDF file via email, you don't have to submit a CD/DVD/USB stick with your thesis unless you have written an empirical thesis. That is, for empirical theses, include all code and data on an appropriate medium (CD/DVD/USB-Drive/...) and submit them with your thesis.

Please consult the examination office for the most up-to-date formal regulations.

Faculty of Economics and Social Sciences
University of Tübingen

Seminar thesis / Bachelor thesis / Master thesis

“Title of the thesis: Example title page“

(“Focus“)

„Title of the seminar“

Prof. Dr. Stefan Mayer with “Supervisor“

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