



## **Frequently Asked Questions: Theses**

Prof. Dr. Martin Natter: Chair for Marketing

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### **Information Event**

#### **Will there be an information event on BA and MA theses?**

There will be no information event on theses nor any introductory session for students that are supervised by our chairs. All relevant information is on our website with links to further information from our department and faculty.

### **Offered Theses Topics**

#### **How many topics for BA and MA theses will be offered each semester?**

The number of offered topics for Bachelor's and Master's theses is aligned with the capacity of the chairs. All our topics are provided on the Theses Market from the Department of Business Administration. Further information can be found here: <https://www.business.uzh.ch/en/teaching/theses.html>

#### **Are the topics on empirical or theoretical research?**

Most of our topics are theoretical and involve (hypothetical) online experiments or studies. Empirical theses are marked as "empirical". If a thesis involves data, these will be provided by the chair of Marketing or the chair of Marketing in the Digital Economy to adhere to the University of Zurich's regulations on data collection and usage. Please note that all data provided by us may only be used for the given thesis.

#### **I have looked at all topics on the Theses Market, but none of them fits. Can I propose my own topic?**

Yes, you may propose your own topic by uploading a description of it on the Theses Market. Please ensure that you clearly explain the relevance of your research question and the research gap it addresses.

#### **May I write a thesis in cooperation with an industry partner or other company?**

In principle this is possible. When proposing your topic on the theses market, you must mention the potential cooperation with an industry partner and specify the relevance of the cooperation for the research question.

### **Application Process**

**Is it possible to apply for a bachelor's or master's thesis if I am not on-site, for example due to an exchange semester?** Yes, this is generally possible. Applications are submitted via the Theses Market, where you can also contact the potential supervisor. If accepted, both the preparation phase and the official start of the thesis (via OLAT) can be completed from abroad. Please ensure that your supervisor is informed in advance and agrees.

#### **How can I increase my chances to be accepted to write my thesis at your chairs?**

In general, we assign our topics to the best suited applicants. We therefore strongly recommend visiting as many of our lectures and seminars as possible as well as the courses of the other marketing chairs.



In addition, we appreciate software knowledge (R, SPSS, Python, ...) even if you intend to write a theoretical thesis.

**Will participation in the modules offered by Prof. Dr. Natter (e.g., Marketing Strategy and Interactive Marketing Communication) be taken into account even if the grades are not yet available?**

All modules attended are considered, regardless of grades.

**Do the CV and transcript of records need to be submitted in English, or is a German version sufficient?**

If nothing else is indicated, both German and English versions are accepted.

## Working Process

**Are theses to be written in German or English?**

Basically, we accept both German and English theses. If a topic can only be written in either German or English, this will be specified in the topic description.

**How do I receive my topic to start my thesis?**

The topic is accessed via OLAT, and the completion period starts when you download the topic. Instructions on the OLAT process are available on the website of the Faculty of Business, Economics and Informatics: <https://www.oec.uzh.ch/en/studies/theses.html>

**Is it possible to submit my thesis early in order to graduate at an earlier degree conferral date?**

Yes, in principle this is possible. However, thesis topics are designed such that they require the full six-month period for proper completion. We therefore advise against early submission. If you nevertheless intend to submit your thesis earlier, you must discuss this with your supervisor as early as possible and obtain their approval.

**What kind of supervision will I receive during my thesis?**

Typically, students have two individual meetings with their supervisor during the thesis process. The first meeting (after approximately 1-2 months) focuses on developing the table of contents and discussing ideas for the conceptual framework. The second meeting (after approximately 2-4 months) is used to finalize the conceptual framework and define the proposed, hypothetical empirical study or experimental design. For empirical theses, additional guidance is usually provided, resulting in a total of three to four meetings to support the development, implementation, and analysis of the study.

**Am I allowed to use AI tools?**

Any use of AI must be transparently disclosed in detail in the document “*Declaration of the Usage of AI*”

## After Submission of the Thesis

**What happens after the submission of the thesis in OLAT? How long does the correction take?**

The thesis will be graded within one month after submission.

**Do I have to present or defend my thesis?**

The chair may require an oral defense after submission of the thesis, in particular if there are doubts about the independent authorship of the work, for example in cases of suspected unauthorised use of AI or other tools. Whether a defense will take place is decided by the chair on a case-by-case basis. Students will be informed in due time. Students have no entitlement to an oral defence taking place or not taking place.



**Will the presentation be graded?**

There is a single grade for the thesis. The oral presentation can be considered for the grading.

**Can I access the evaluation or receive feedback on my thesis?**

Yes, upon request to your supervisor.

**What is my degree conferral date?**

These dates are given by the dean's office of the faculty and published here:

<https://www.oec.uzh.ch/en/studies/graduation/degree-deadlines.html>

## **Publication of the Thesis**

**I publisher has contacted me about publishing my thesis – is this possible?**

If your thesis has already been submitted and graded, please contact your supervisor to discuss the request.

**I would like to publish my thesis (or keep this option open) – what should I do?**

If you intend to publish your thesis, you should propose your own topic on the theses market. If you are working on a topic provided by a chair, any potential publication must be discussed with and approved by the respective chair and your supervisor. Further details are outlined in the document "*Intellectual Property Rights and Publication Agreement*," which all students are required to sign prior to starting their thesis.