



**Ludwig-Maximilians-Universität München (LMU)
LMU Munich School of Management**

**Guidelines for Papers at the Professorship in Marketing with a Focus on
Consumer Behavior:
Seminar-, Bachelor-, and Master-Theses**

Prof. Dr. Martin P. Fritze
Head of the Professorship in Marketing with a Focus on
Consumer Behavior

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1 Preface

This guide aims to provide guidance for written examinations at the Professorship in Marketing with a Focus on Consumer Behavior. In the following, the term 'paper' will be used to encompass various forms of written examinations, including seminars, bachelor's, or master's theses.

All academic papers written at our chair should generally follow the American Psychological Association, Seventh Edition style (APA 7; <https://apastyle.apa.org>). Alternatively, the American Marketing Association (AMA) style may be used (<https://www.ama.org/submission-guidelines-american-marketing-association-journals/>). Both styles are accepted, provided that one style is applied consistently throughout the entire paper. The chosen style applies not only to in-text citations and the reference list, but also to all related formatting conventions, including the presentation and labeling of tables and figures, headings, notes, and other relevant elements. Importantly, one exception applies to this rule: Regardless of the chosen style, all papers must include a table of contents, page numbers, and section numbering.

The following sections summarize the most important conventions and provide guidance for common situations encountered in academic writing. They are intended as a practical overview rather than a comprehensive reproduction of either style guide. In case of discrepancies between this handbook and the current APA guidelines, the most recent official guidelines published by the organization take precedence. Students should therefore consult the official APA resources for questions or cases not covered here.

Reference management and citation tools such as EndNote, Citavi, or MyBib may be used to facilitate citation and reference formatting. However, automatically generated citations and reference entries should always be carefully checked for accuracy and compliance with the selected citation style. Responsibility for the correctness and consistency of citations and formatting remains with the author.

2 Time Management

- Do not postpone **getting down to writing** for too long. It is often the case that we do not realize that certain aspects are still unclear until we try to formulate them. This should not, of course, mean that you should end up 'just writing' if you don't really know what you want to say yet.
- You should try to clarify **the aim of your work** as early as possible in the process.
- The time required for the final **'technical aspects'** such as formatting, creation of figures/tables, proofreading, if applicable, printing and binding, etc., should not be underestimated.
- Computer problems (crashes, damaged hard disks, etc.) are not accepted as reasons for an extension. So please ensure you take the necessary backup precautions.

3 Searching and Evaluating Literature

- **Options for carrying out a literature search** (not all of the following search strategies are relevant to all subject areas):
 - Review the most recent volumes of the important journals (amongst others Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Psychological Science, Journal of Personality and Social Psychology, Marketing Science, Man-

agement Science, Nature Human Behavior, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Retailing, Journal of Service Research; for an overview list of business administration journals, see for example [vhb rankings](#) focus on Journals listed in categories A+, A, and B).

- Check Google Scholar for keywords and cross-references to literature sources that are cited in (current) articles (therefore, look for the most recent articles first, then you can find the 'standard' sources by looking at the references).
- First check the relevance of a source to the topic of your work ('Abstract', Introduction, Figures and Tables, Summary), then save, print or copy the source for further reference.
- Basic rule: **Not everything that is printed in black and white is useful or even accurate.** Quoted sources that you find in the literature should not be simply adopted but rather must be critically evaluated in terms of how they impact your own topic.
- The **introductory literature** issued in the lectures and seminars is designed to facilitate access to the subject, but may not necessarily be of central importance to the specific topic you are working on.
- The quality of your literature research will particularly be determined by whether you cite **sources relevant** to the topic.
- It is essential to read important sources in their **original form**. **Secondary citations** should only be provided in exceptional circumstances (for example, if the source itself is not available to you or the library services, but you consider it to be **highly** relevant).
- All thoughts directly or indirectly reflecting ideas from literature sources must be marked as such. Proper citation is an expression of academic honesty. If you are unsure, it is always better to cite too much than too little.
- Lecture materials (texts, slides, transcripts, etc.) from this or other universities are not a suitable basis for your paper and should therefore not be used.

4 Content

4.1 Introduction/Topic

- In the introduction you must deal with the following aspects:
 - **What** is the topic that you are investigating?
 - **Why is it important?** (fundamental relevance of the issue being studied to theory and practice)
 - **Why is it not trivial?** (complexity/challenge(s) related to the solution of the issue in terms of content)
 - **What** do you intend to **contribute** to its solution? (purpose of the work, mapping against and within existing work in (related) fields)
- You should only provide **definitions to concepts** that are relevant to the issue you are dealing with (of course, you will be expected to use the commonly used definitions, where these exist). Definitions should help clarify what you are dealing with in your work. Once you introduce concepts and their definitions, **use them consistently** throughout. At the end of your paper, check whether or not you really have kept to the definitions and distinctions that you formulated at the beginning.

- It is advisable to begin by **first formulating** your **research question**, and particularly the aim of your work. This is the only way to ensure your work is topic-oriented. It is commonly the case that papers contain irrelevant information. Tip: You should review each section/paragraph by asking yourself whether the content really contributes to solving the research question(s) formulated at the outset.
- In the **final chapter of your work** (Summary/Conclusion), you should return to the introduction. In other words, it must be made clear in the summary what **the reader is expected to learn from your work**. Formulating the summary also gives you another chance to thoroughly check which parts of your work are relevant to the research question(s) defined in the introduction.
- Use terminology **consistently**. Example: Once specified as such, an 'attribute' should continue to be referred to as an 'attribute' and must not subsequently be called a 'feature' or a 'variable' or described using any other term.

4.2 Structure

- You can make a positive impression by appropriately **structuring** your work.
- Create **tables and figures**. They are a very good structuring aid as they deliver information clearly and in a compact form. Keep in mind that just copying and pasting figures or tables from existing papers signals low effort. **Without exception, an explanation of any tables and figures must be provided in the text.** Your text should also contain references to the tables and figures you create (e.g., "See Fig. 1"). Under no circumstances should a section of your work consist of just one (or more) table(s) or figure(s) only.
- An important part of your paper is the development of an overall **conceptual model**, which depicts the constructs/variables you have identified and the relationships between them that you have discovered from the empirical studies you discuss. This model will also help you to detect research gaps in the literature. For empirical papers, the conceptual model reflects hypotheses you aim to test. The conceptual model needs to be included in the main body of your paper, and the stated number of pages includes the conceptual model.
- The structure needs to be **balanced**. The length of the sections should roughly reflect the level of relevance to the subject of the work.
- The structure should **not be too deep**. As a rule, don't use more than four structuring levels (or more than 5 at the utmost) as this can make your work confusing for the reader.
- Whenever you introduce **a new structuring level**, it should contain **at least two subsections** (don't number a section 3.1.1 if there is no 3.1.2!).
- Avoid **digressions**. They give the impression that you were not able to fit the issue being discussed into your own structure. If an aspect does not fit, then either the structure is inappropriate, or the aspect is so unimportant that it can be omitted.
- When providing an overview of various models, methodologies or empirical studies, it generally makes sense to **classify** these first (preferably using tables or figures). **What you should never do:** Simply list sequences of studies or models. **Instead**, try to summarize the content of similar studies. If your work only deals with selected models, methodologies or empirical studies, you should include references to the others (at least in a footnote) and explain why you have chosen the models, methodologies or empirical studies in preference to relevant alternatives.

- If you plan to evaluate different models, methodologies or studies, it is a good idea to define your **evaluation criteria** in advance.
- If you plan to discuss different empirical studies, one interesting way to approach this is to show to what extent the results **agree with or contradict each other**.
- If the results of the various empirical studies are contradictory, you should examine how the **differences can be explained**. One way of doing so is to analyze the extent to which the individual studies differ in their methodology and whether these differences can explain the divergence of the results.
- **Assumptions**, practitioners' experiences, theoretical considerations or plausible knowledge must be distinguished from **empirical results**.
- If the empirical results of a study contradict the hypotheses formulated in the study, you should try to find **explanations**.

5 Formal Layout

- When formatting your work, please always comply with the **APA guidelines** (American Psychological Association, 7th ed.).
- Book copies of the Publication Manual of the American Psychological Association, Seventh Edition are available at the University Library. Free tutorials on the APA style are available, for example, at <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

5.1 Number of Characters

Failure to comply with one or more of the following points may result in your work not being accepted. In any case, this will result in a significant reduction of your grade.

The character limits below apply unless otherwise specified by the ISC or the applicable examination and study regulations (PStO). In case of any discrepancy, the official ISC regulations and the applicable PStO always take precedence. Unless stated otherwise, the following limits apply:

- Bachelor thesis: 80,000 characters including spaces (without appendix and references)
- Master thesis: 120,000-140,000 characters including spaces (without appendix and references)
- Seminar paper (“Hauptseminar” / Bachelor seminar): per student 22,200-33,000 characters including spaces (without appendix and references)

5.2 Formatting

- In your document, the title page is the first page of the document and does not have a page number. The front matter uses Roman numerals, beginning with the abstract on page ii. The order is: abstract, table of contents, list of figures, and list of abbreviations, all numbered with Roman numerals. The main text then begins with the Introduction, and this is where Arabic page numbers start, beginning with page 1. Finally, the appendix must be numbered sequentially using Roman numerals.
- Font: Times New Roman throughout (including footnotes)
 - Font size: 12 point for main text, 10 point for footnotes

- Line spacing: 2.0 lines in the main text, 1.0 in the footnotes
- Margin: left, right, top and bottom all 2.54 cm (please use left 4 cm if the paper will be submitted hardback or bound in any other way)
- The main text should be formatted consecutively. There is **no** page break after a chapter, as long as the following text comprises at least 3 lines. Within the given margins, all lines of the resulting page should be used. For the use of paragraphs, a return is sufficient and no additional space in between the two lines is necessary.
- Don't allow problems with space to force you to shift important figures and tables to the appendix. The appendix serves the purpose of providing additional information that is deemed non-essential for the comprehensive comprehension of the main text.
- **Headings:** Number all content-related headings (i.e., no “abstract,” “summary,” “appendix,” etc.) consecutively. If you write your thesis in English, write the major words of the headings in capital letters.

5.3 Citations

- **The source of every idea taken from the literature must be acknowledged.**
- Sources should be identified either **in the text by means of abbreviated citations**: author(s), year, pages cited (direct citation only)

Examples:

(1)

Peer-to-peer platforms mediate the exchange of goods or services between providers and consumers (Costello & Reczek, 2020).

(2)

Costello and Reczek (2020) point out that peer-to-peer platforms mediate the exchange of goods or services between providers and consumers.

(3)

Costello and Reczek (2020) propose that “when a P2P brand’s marketing communications focus on the provider, consumers perceive a potential purchase from the brand as helping an individual to a greater extent” (p. 22)

- Use direct citation only in exceptional cases and only when the verbatim wording of a statement or a specific term is crucial. (see also section 4.4)
- In the case of three or more authors, it is only necessary to cite the first author followed by "et al." (Example: “Fritze et al., 2020, p. 370”).
- If multiple references are cited for a single statement, then only one abbreviated citation is sufficient. In other words, **an abbreviated citation** (i.e., brackets in the text or as a footnote) **can contain multiple sources**. Each of the sources should be ordered alphabetically and separated from one another by semicolons (Example: “Costello & Reczek 2020; Lamberton & Rose, 2012”).
- The source of a particular sentence should be identified **at the end of the sentence in brackets before the full stop**. If a paragraph has only a single source, this source can be identified at the start of the paragraph in brackets (It should not be repeated after each sentence in the paragraph!).

- Special case: if, exceptionally, *only one specific source* is being referenced in a section or subsection, this can be indicated in a footnote right at the beginning of the section (i.e., put the footnote number in the heading or within the first sentence; example of a footnote text: “The entire contents of Section 2.1 are based on: Fritze et al., 2021, pp. 375-380”). Further citation of this source within this section is then no longer necessary.
- If **several publications** by the same author **that appeared in the same year** are used as sources, these sources can be differentiated by using the letters a, b, etc. after the year. (Example: “Keller, 2022a, p. 997; Keller, 2022b, p. 119.”)
- You can indicate the source of any information you have found online by identifying the provider of information (e.g., “cf. Boeing website”). The source citation in your **bibliography** must include the **full URL address** and the **date on which you viewed the website** (see also section 4.4).
- Sometimes articles published in journals are also available on the internet to download. In this case you should always cite the original source, i.e., the journal!

5.4 Verbatim Quotations

- Verbatim quotations should be used sparingly. Try to limit their use to quotations in which an author has formulated an issue in a particularly concise way (e.g., because they first developed a particular theoretical construct and introduced it into the literature).
- Verbatim quotations are to be provided in the original language.
- Verbatim quotations in the text are placed between quotation marks. When citing the reference, do not use “cf.”.
- Verbatim quotes must be reproduced accurately. Any omissions are indicated by sequential dots “(…)” and any additions you make by “[...]”.

5.5 Reporting Results of Statistical Tests

- In empirical papers, statistical results are reported according to the current APA (American Psychological Association) guidelines.
- You can access the APA Style website (<https://apastyle.apa.org>) for a variety of resources, including tutorials, blog posts, and sample papers. For instance: <https://apastyle.apa.org/instructional-aids/numbers-statistics-guide.pdf>

Examples:

Fritze et al. (2024):

(1) Reporting a significant correlation:

The correlation between the mediator and the dependent variable was $r = .674$ ($p < .001$).

(2) Reporting a significant t-test for independent groups:

An independent-samples t-test showed that participants in the label condition more strongly associated a specific word with the described behavior than participants in the no-label condition, confirming the overall effectiveness of the manipulation between the two conditions ($t(81) = 2.728$, $p = .008$, $d = 1.90$; $M_{\text{label}} = 5.83$, $SD_{\text{label}} = 1.829$, $n_{\text{label}} = 41$; $M_{\text{no label}} = 4.69$, $SD_{\text{no label}} = 1.97$, $n_{\text{no label}} = 42$).

(3) Reporting a One-Way ANOVA with planned contrasts:

An ANOVA ($F_{2,147} = 56.41, p < .001, \eta^2 = .43$) with planned contrasts confirmed the expected pattern. Participants in the label condition more strongly associated a specific word with the described behavior than participants in the no-label condition ($F_{1,147} = 53.23, p < .001, \eta^2 = .27$; $M_{\text{label}} = 6.49, SD_{\text{label}} = 1.45, n_{\text{label}} = 49$; $M_{\text{no label}} = 3.36, SD_{\text{no label}} = 2.89, n_{\text{no label}} = 56$), and control condition ($F_{1,147} = 107.08, p < .001, \eta^2 = .42$; $M_{\text{control}} = 1.80, SD_{\text{control}} = 1.83, n_{\text{control}} = 45$). There was also a significant difference between the control and no-label condition ($F_{1,147} = 12.56, p < .001, \eta^2 = .08$).

(4) Reporting the results of a Chi-Square Test:

The analysis revealed a significant overall effect of condition (label versus no label versus control) on lid choice ($\chi^2(2) = 18.49, p < .001$, Cramer's $V = .192$). Follow-up chi-square comparisons...

5.6 Bibliography

- List your sources in **alphabetical order** by the first author's surname. Again, when listing the sources, please always comply with the **APA guidelines** (American Psychological Association, 7th ed.).
- **Completeness:**
 - Each source you refer to in the text must be listed in the bibliography. Likewise, the bibliography should not list sources that are not quoted in the text.
 - Literature references must contain all the necessary information so that the source can be easily found.
- **Monographs:**
 - Surname(s), forename(s) (year of publication): Title, edition if appropriate (only if not the first edition), place(s) of publication: Publisher.
 - Example: Keller, Kevin Lane & Vanitha Swaminathan (2020), Strategic brand management (global edition), 5th edition, Harlow: Pearson Education.
- **Articles in collected editions/handbooks:**
 - Surname(s), forename(s) (year of publication): Title, in: Name(s) of the author (or authors) (ed.): Title, edition, place(s) of publication: Publisher, page numbers.
 - Example: Holmqvist, J., Wirtz, J., & Fritze, M. P. (2021): Digital Luxury Services: Traditions vs. Innovation in Luxury Fashion, in: Lovelock, C., Wirtz, J. (eds.): Services Marketing: People, Technology, Strategy, 9th edition, Singapore: World Scientific, pp. 550-552.
- **Journal articles:**
 - Surname first author, forename first author, forename(s) surname(s) of other authors (year of publication), "Title" (title case). Name of the journal, volume (issue number) of the journal, page numbers.
 - Example: Fritze, M. P., Völckner, F., & Melnyk, V. (2024). Behavioral Labeling: Prompting Consumer Behavior Through Activity Tags. *Journal of Marketing*, 88(4), 22-39.
- The same rules that apply to citation of sources in the text also apply to the bibliography. There are various ways of formatting a reference for each type of source. Choose one variant and apply it **consistently**. This also includes consistently using either upper case or lower

case initial letters when citing titles. For journal articles, you should also choose a **consistent** format with regard to “Year” or “Vol.”, “Num.” or “No.” or “Issue” or ‘just’ 47 (5), i.e., figures only.

- For **websites**, in the bibliography indicate the address and the date on which the information you are using was found on the website you cited; i.e., not www.lufthansagroup.com, but: “Lufthansa (2023): <https://www.lufthansagroup.com/de/verantwortung/corporate-responsibility.html> (retrieved on 1 Feb. 2023).” In addition, save all cited websites as PDF or HTML files and keep them at least for the duration of the examination period. To save as HTML: Be sure to choose the file type “Webseite, komplett/vollständig” or “Website, complete” so that the page content is saved at the time of access.

5.7 Figures & Tables

- Figures and tables must be **numbered** consecutively. They should be given a **title that provides information on their contents**. If you use figures and/or tables, then you should include a list of figures and/or a list of tables (using the table of contents function found in most word processing programs).
- Figures and tables should have associated **headings and explanations (e.g., a key or legend for an item from the table/figure)**, which provide a basic understanding of the content even without explanation in the text. **However, this is not a substitute for the requirement to explain tables and figures in the text.** Also, the text must contain references to the tables and figures you create (e.g., “See. Fig.1”). The **identification of the sources** of tables/figures should follow the word “Source:”. If any tables/figures have been modified from the original, they must be identified as “Adapted from: (author)”. Label any tables/figures you have created independently with “Source: own illustration”.
- Tables/figures should be large enough to be **read without a magnifying glass** (this is not necessarily the case at 9pt and is certainly not the case at 8pt). Try not to use these to ‘eke out’ space.

5.8 Language

- **Grammar, spelling and punctuation mistakes** create a sloppy impression, and if they occur frequently, this will lead to a lower grade.
- Make an effort to express yourself **objectively** and with **precise wording**.
- Avoid frequent repetitions. Also, make sure you avoid stating the obvious in the text (e.g.: “profits can rise or fall.”).
- **Abbreviations** are to be avoided, since they interfere with the flow of the text. The only abbreviations that are accepted are common ones (“etc.”, “e.g.”, ...).
- Be sure to use an academic writing style. Characteristics of academic writing include a formal tone, use of the third person rather than first-person perspective (usually), and precise word choice.
- Apart from verbatim quotations and English terminology, the work should be written in the same language throughout. This also applies to tables and figures, both in the text and in the appendix.
- Avoid formulations which imply generalizations, such as “the variable X therefore **always** has an effect on...”. Phrases such as “The authors **prove**...” are also to be avoided (rather use

words like ‘demonstrate’ or ‘show’), since ‘proof’ suggests a finite state of knowledge, which can, if at all, only be based on the kind of empirical evidence that is obtained in the natural sciences.

- Gender-inclusive/gender-neutral language is encouraged.

5.9 Other Aspects

- **Sequence** of the parts of the written work:
 - Title page
 - Table of contents
 - List of tables/figures (if required)
 - List of symbols/abbreviations (if required)
 - Main text
 - Bibliography
 - Appendices (include a list of appendices if there is more than one)
- **Sickness:** Students who become ill during the writing period of their thesis must follow the same verification process as outlined on the [website](#). Please go to the website and scroll down until you reach the section "Krankheit / Prüfungsunfähigkeit" (Illness / Inability to Take Exams). There, you will find the relevant information regarding illness-related exam issues. Templates can be found under the following [link](#). Upon submission of valid medical documentation, they may request an extension of the thesis submission deadline in accordance with the respective examination regulations. Please refer to the important guidelines on the extension of Bachelor's and Master's theses due to illness ([PDF, 135 KB](#)) (Note: different deadlines apply for PStO 2024). Additionally, students should inform their thesis supervisor via email as soon as possible to ensure proper communication and coordination regarding the extension request.
- You will not be required to explain symbols in the text (at least at the point at which they are used for the first time).
- The pages of the table of contents themselves are not listed in the table of contents. Indexes and appendices are to be listed in the table of contents, but they are not assigned a number (for example: “Appendices” but not: “Section 6: Appendices”).
- Make sure that headings/titles in the text and in the tables match exactly and that the page numbers are correct. It is also advisable to use a word processor program to generate an index.
- Creative design of the layout is not required. Focus on the content.

6 Independent Work, Data Protection, Policies and Deception

- All papers are to be completed independently.
- Deception is not permitted, e.g., work that was not done independently with the help of non-approved aids or other misconduct.
- All personal data collected, processed, and used in connection with this work will be handled in compliance with applicable data protection regulations and in accordance with the Privacy Policy of LMU Munich. Any personal information obtained during research, data collection, or participant involvement will be treated confidentially and used exclusively for academic

purposes. For further details on data handling and rights regarding personal information, please refer to LMU's official [Privacy Policy](#).

- AI tools that make suggestions to improve or enhance your own work must be disclosed. The required information can be found under the following LMU [link](#). It includes a requirement to provide an overview of where and how specific tools (such as AI tools, software, or other digital aids) were used during the writing process. Authors are responsible for ensuring their submission is accurate and meets the [standards for rigorous scholarship](#).
- Authors are required to follow the [Sage guideline](#) and, in particular, [the AI-related privacy policies](#).
 1. Clearly indicate the use of language models in the manuscript, including which model was used and for what purpose. Please use the methods or acknowledgments section, as appropriate.
 2. Verify the accuracy, validity, and appropriateness of the content and any citations generated by language models and correct any errors, biases or inconsistencies.
 3. Be conscious of the potential for plagiarism where the LLM may have reproduced substantial text from other sources. Check the original sources to be sure you are not plagiarizing someone else's work.
 4. Be conscious of the potential for fabrication where the LLM may have generated false content, including getting facts wrong, or generating citations that don't exist. Ensure you have verified all claims in your article prior to submission.
- Please note that AI applications such as ChatGPT **should not be listed as an author** on your submission.

7 Supervision

- You will need to arrange to meet your **supervisor during their office hours**. To make effective use of the supervision sessions, you should **prepare yourself for the appointment**. You should thus **set out the points or questions you wish to discuss in advance in writing**.
- If you wish to discuss the structure of your work, you will be expected to **bring with you a relatively detailed suggestion of your own** and be prepared at least to sketch out a **plan of the contents of each section and sub-section(s)**. A 'structure' of the type '1. Introduction, 2. Main Body, 3. Conclusion' is not adequate for the purposes of discussion.
- We will advise you as best we can with the aim of helping you improve your work. **But nothing will be given a 'stamp of approval' in advance**. We will only be able to evaluate your written work properly once we are able to read the complete finished version. We will thus not accept claims that certain passages have already received a 'stamp of approval'.
- You will need to use an appropriate statistics software package if you are preparing an empirical research paper:
 - **R** and the user interface **RStudio** are mainly used in teaching at the Professorship in Marketing with a Focus on Consumer Behavior. Both programs are free of charge.
 - **SPSS** is installed in the [computer room](#).
 - **Other statistical software packages** are possible, but must be organized independently by students and remain their own responsibility.

8 Colloquium & Presentation

- **Duration of the colloquium/presentation:**
 - **Bachelor thesis:** 15-minute presentation followed by a 5-minute Q&A session
 - **Seminar paper (Hauptseminar / Bachelor seminar):** 15 minutes per student, followed by a 5-minute Q&A session (unless something else is specified for the respective seminar)
- **The presentation should follow the outline of an academic thesis (does not apply to our project course):**
 - Introduction (research question, objective, novelty ...)
 - Literature review/ Conceptual background
 - Methods
 - Results
 - Discussion and conclusion
 - You have several possibilities to end a presentation: e.g., a short recap of the main points for a better understanding, drawing a conclusion and visualizing the results, or giving an outlook.
- Use the PowerPoint slide master on our [website](#) (under B.Sc. Thesis) and consider the following **design recommendations**:
 - Avoid fancy animations. Nevertheless, graphic representations, figures, and vivid examples are desired because they spark interest and facilitate topic understanding. Present your graphs, figures, and tables according to the APA guidelines (7th ed.)
 - Use a sufficiently large font size (as a rule of thumb, 16pt. or higher and never less than 12pt.) such that everyone attending the presentation can read the slides.
 - Consistently use fonts that are in contrast to the background color. For example, do not use red font color on a blue background.
 - Do not have too much information on one slide. As a general rule, mention one key issue per slide. Never put a block of text on a page. Use a small number of slides relative to the time available for the presentation. The focus should be on the presenter and not on the slides. Having more slides than minutes available is not a good idea. Good presenters often use between three and five minutes to discuss a slide.
- **Formal requirements:**
 - Use definitions and key terms consistently throughout your presentation.
 - References have to be shown on the same slide as any (direct or indirect) quotation.
 - Cite according to APA guidelines and include a list of references at the end of your presentation (see APA guidelines).
 - Formulas and their explanations must be on the same slide. Every newly used symbol must be specified.
 - If you intend to use media elements in your presentation, make sure the equipment you intend using supports the media elements (e.g., that the sound equipment works or that your video formats are supported)
 - **Submission:** Send the slides as a PDF document to the module's contact person and to your supervisor 24 hours before the final presentation.

9 Grading Criteria

- The evaluation of the written work is based on its content, structure, and form. The content evaluation applies to each section of the paper and draws on factors such as the work's completeness, the reply to the research question, the degree of personal contribution, and the factual accuracy. The evaluation of the thesis' structure includes, for example, the chapter arrangement and sectioning, the presence of redundancies, as well as the line of reasoning ("golden thread"). Formal requirements include the citation style, comprehensibility of the written work, grammar, orthography, and typos, as well as layout and overall visual impression.
- In addition to the grading criteria above, for presentations, the evaluation criteria include general appearance (e.g., free speech, comprehensibility, style), quality of slides (e.g., readability, design), defense and reply to questions, as well as adherence to formal requirements (e.g., time).

10 Submission & Deadlines

- **Upload of course papers:**
 - One electronic version of the paper in Word or PDF format to the supervisors. If applicable, analyzed data sets should also be submitted via the following link:
 - **Bachelor seminar submissions** via email to your supervisor.
 - **Master project course submissions** via email to your supervisors.
 - **MBR submissions** via the following [link](#) and via email to your supervisor.
- **Submission of thesis:**
 - Since theses are submitted at the ISC, please refer to the submission guidelines on the ISC's website (<https://www.isc.uni-muenchen.de/index.html>) for details on the submission process and necessary documents. Take the ISC's opening hours into consideration when submitting your thesis.
 - In addition to the ISC's submission regulations, you have to submit an electronic version of the thesis and all results (datasets, syntax files, Excel sheets, etc.) to the supervisor:
 - **Bachelor's theses** via the following [link](#) and via email to your supervisor.
 - **Master's theses** via the following [link](#) and via email to your supervisor.
- In the case of empirical research papers, the **separate sheet regarding the collected data** must also be completed and added as the last page of your paper (see Appendix A.1).
- For queries related to examinations and grades, including issues surrounding graduation and final exams, as well as matters pertaining to medical certificates, you may contact the ICS. More information can be found [here](#).
- Our [website](#) provides general information about our study program, including deadlines, applications, semester schedules, and other details.

11 Templates for the Title Page & Declaration under Oath

- You will find templates for the title page and declaration under oath at the ISC's website (German only):
 - Bachelor thesis: https://www.isc.uni-muenchen.de/studiengaenge/bwl/bachelor_psto08/faqs/bachelorarbeit/index.html

- Master thesis: <https://www.isc.uni-muenchen.de/studiengaenge/bwl/masterp-sto18/faqs/masterarbeit/index.html>
- Please use similar declarations for seminar papers
- The required templates can be found at the following [link](#). Please visit the page to access documents such as the statutory declaration for seminar/final theses, cover page template, certificate receipt confirmation, and power of attorney template.
- In the case submission that included data collection, please fill out “A1. Declaration on the Use of Data” and add it to the last page/slide of your submission.

A.1 Declaration on the Use of Data

Confidentiality Agreement About the Use of Data From Empirical Theses Under the Supervision of the Professorship in Marketing With a Focus on Consumer Behavior

I hereby declare that I agree to the following conditions about the use of data provided by and/or collected under the supervision of the Professorship in Marketing with a Focus on Consumer Behavior in the course of my thesis.

1. The research question and research design for this thesis were developed under the supervision and guidance of my supervisor at the Professorship.
2. The data was provided by the Professorship and/or was collected with close support of the Professorship.
3. All data and materials provided by, collected for, or generated under the supervision of the Professorship for the purpose of the thesis shall remain under the control of the Professorship. The author may use the data and materials solely for the purpose of completing the thesis and is not permitted to disclose, transfer, share, or otherwise use them without the prior written consent of the Professorship.
4. Only the chairholder of the Professorship, Prof. Dr. Martin Paul Fritze, may decide on any further use of the data. The Professorship complies with the guidelines of the APA.
5. According to the guidelines of the APA, the research question and the research design are the intellectual property of the Professorship, and consequently, the author has to list the relevant supervisors from the Professorship as co-authors when reusing the thesis for other purposes. The author contacts the Professorship when he/she plans to reuse the thesis for other purposes.
6. The following statement must be included in the methodology section of the thesis: "The research question, research design, data, and data analysis guidance were provided by and/or developed under the close supervision of the Professorship in Marketing with a Focus on Consumer Behavior, LMU Munich School of Management. The author of this thesis was responsible for the data collection and/or data analysis."

Munich, _____, 20____.

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Signature Author of the Thesis

(NAME IN CAPITALS)