

<b>Course title</b>	Final Year Thesis in Marketing				
<b>Course code</b>	MKTG-497				
<b>Course type</b>	Business Electives				
<b>Level</b>	1 <sup>st</sup> Cycle				
<b>Year / Semester</b>	4 <sup>th</sup> / Fall & Spring				
<b>Teacher's name</b>	Marketing Faculty				
<b>ECTS</b>	12	<b>Lectures / week</b>	1 (2.5 hrs)	<b>Laboratories / week</b>	NA
<b>Course purpose and objectives</b>	<p>The "Final Year Thesis in Marketing" course is designed to guide senior students through the process of developing and completing their thesis. Emphasis is placed on expanding the understanding of research methodologies applied in the marketing field. Throughout the course, students will gain expertise in data collection, analysis, and interpretation, while also enhancing their academic writing and presentation skills. The course promotes critical thinking and problem-solving abilities that can be applied to various marketing contexts. By the end of the course, each student is expected to produce a well-researched and structured thesis, demonstrating their ability to effectively apply acquired concepts and methodologies to real-world marketing challenges. This course aims to prepare students for professional opportunities in marketing research and analysis.</p> <p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> <li>• Develop a comprehensive understanding of research methodologies applicable to marketing.</li> <li>• Enhance skills in data collection, analysis, and interpretation.</li> <li>• Improve academic writing and presentation skills.</li> <li>• Foster critical thinking and problem-solving abilities in marketing contexts.</li> <li>• Complete a well-researched and articulated thesis.</li> </ul>				
<b>Learning outcomes</b>	<p>The Learning outcomes for a Final Year Thesis in Marketing course reflect the skills and knowledge students are expected to acquire by the end of the course:</p> <ol style="list-style-type: none"> <li>1. <b>Research Skills</b></li> </ol>				

	<p>1.1. Demonstrate the ability to design and conduct independent research in marketing.</p> <p>1.2. Apply appropriate qualitative and quantitative research methodologies to address marketing problems.</p> <p><b>2. Data Analysis</b></p> <p>2.1. Analyze and interpret data using statistical tools and software.</p> <p>2.2. Critically evaluate research findings and draw informed conclusions.</p> <p><b>3. Academic Writing</b></p> <p>3.1. Produce a well-structured and coherent thesis that adheres to academic standards.</p> <p>3.2. Utilize proper citation and referencing techniques in academic writing.</p> <p><b>4. Critical Thinking</b></p> <p>4.1. Identify and articulate complex marketing issues and propose viable solutions.</p> <p>4.2. Evaluate existing literature and integrate it effectively into the thesis.</p> <p><b>5. Communication Skills</b></p> <p>5.1. Present research findings clearly and persuasively in both written and oral formats.</p> <p>5.2. Engage in constructive peer review and incorporate feedback into the research process.</p> <p><b>6. Project Management</b></p> <p>6.1. Plan and manage a research project effectively, meeting deadlines and objectives.</p> <p>6.2. Demonstrate the ability to work independently and take initiative in the research process.</p>		
<b>Prerequisites</b>	MKTG-292, MKTG-396, BADM-431	<b>Required</b>	
<b>Course content</b>	<p>Introduction to Thesis Writing</p> <p>1.1. Overview of the thesis process</p> <p>1.2. Selecting a research topic</p> <p>Research Methodologies</p> <p>2.1. Qualitative and quantitative research methods</p> <p>2.2. Data collection techniques</p> <p>Data Analysis</p> <p>3.1. Statistical tools and software</p>		

	<p>3.2. Qualitative Data Analysis Methods</p> <p>3.3. Interpreting research findings</p> <p>Academic Writing</p> <p>4.1. Structuring the thesis</p> <p>4.2. Citation and referencing styles</p> <p>Thesis Development</p> <p>5.1. Drafting and revising</p> <p>5.2. Reviewing and editing</p> <p>Final Presentation</p> <p>6.1. Preparing for the defense</p> <p>6.2. Presentation skills</p>
<b>Teaching methodology</b>	Study & Analysis of bibliography, Essay Writing, Fieldwork and data analysis.
<b>Bibliography</b>	

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Research Methods for Business Students	Saunders, M.N.K., Lewis, P., Thornhill, A.	Pearson Education (8 <sup>th</sup> Edition)	2019	ISBN-13: 9781292208787
Social Research Methods: Qualitative and Quantitative Approaches	Neuman, W.L.	Pearson Education	2021	ISBN-13: 9780137502011

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Research Design & Methods: A process approach	Bordens, K. and Abbott, B.B.	Mc-Graw Hill	2022	ISBN10: 1260837017   ISBN13: 9781260837018

<b>Assessment</b>	Research Proposal, Literature Review, Data Analysis, Final Year Thesis, Defense Presentation.
<b>Language</b>	English