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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

TEACHING GUIDE FINAL MASTER THESIS 2023-24

GENERAL INFORMATION

Name:	Final Master Thesis
Code:	801534
Academic Year:	2023-2024
Degree:	University Master's Program in Marketing Management
Number of credits (ECTS):	15
Location in the curriculum:	Second Quarter
Department:	Communication, advertising and public relations
Head of department:	Jessica Lingan Azañedo, Ph.D.
Date of latest revision:	September 2023
Lecturer:	Rosa Llamas Alonso, Ph.D. Jessica Lingan Azañedo, Ph.D.

1. COURSE DESCRIPTION

The aim of the Master's Program in Marketing Management, Strategic Communication specialisation, is to train the students and further develop their skills in the management of strategic marketing and communication, in a digital context. The Final Master Thesis allows the students to apply the knowledge gained as well as the skills and competences acquired during the different courses which comprise the master.

Students will work on their Final Master Thesis, in teams (up to 4 members), under the supervision of a lecturer. The Final Master Thesis must be presented to an academic committee (master thesis defence). This project is expected to be of a high academic quality, present original and rigorous research, and it must show that the candidates possess relevant knowledge, competence, and judgement, acquired along the master program. Students can choose one of the following options for their Final Master Thesis:

- Marketing Plan or Communication Plan
- Research Project

Each option will provide the students with different skills regarding the following issues: planning, analysis, thought processing, problem solving and decision making, as well as, skills related to interpretation, communication and assessment.

Hence, the students must be aware of the differences between the two options for their thesis in order to choose the one which is a better fit for their interests. Likewise, the choice of topic for the thesis, as well as the context, and methodology must be connected to the students' preferences.

2. COURSE OBJECTIVES

- To apply the knowledge gained and the skills acquired by the students after attending the courses which comprise the Master's Program in Marketing Management.
- To be able to apply the knowledge acquired by writing a marketing plan and/or communication plan based on a business opportunity or an already existing company or start-up.
- To be able to use communication tools and apply communication techniques according to the communication problem or opportunity faced, in the context of a company or organization.
- To find a research topic which can be deemed relevant in the marketing and communication area, providing findings and conclusions based on the knowledge acquired, and the thinking process carried out.

3. COURSE OUTLINE

Learning outcome

- Know the different steps in the development of a marketing plan and/or communication plan.
- Develop a marketing plan and/or communication plan.
- Be able to use correctly the primary/secondary research techniques as well as qualitative/quantitative research.
- Identify and set research objectives correctly.
- Conduct a research on the environment aimed at identifying opportunities and threats.
- Identify sustainable competitive advantages.
- Manage the information and data as key elements in decision making.
- Make decisions at the tactical level.
- Apply critical thinking to a suggested marketing situation.
- Use the information correctly and integrate it into the marketing plan.

Contents

MARKETING PLAN

Executive summary

1. Introduction (explain why this topic is interesting for the research).
2. Analysis of the (external and internal) situation.
3. Assessment of the situation.
4. Marketing objectives.
5. Marketing strategies.

6. Action plan.
7. Sales forecast, budget and viability.
8. Monitoring and control of the marketing plan.
9. Conclusions
10. Limitations, contribution, and future research
11. Bibliography
Appendix(es)

RESEARCH PROJECT

Executive summary

1. Introduction
2. Explanation of the choice of research topic
3. Objectives (primary and secondary objectives).
4. Research questions or hypothesis.
5. Theoretical framework.
6. Methodology.
7. Findings.
8. Conclusions.
9. Limitations, contribution and future lines of research.
10. Bibliography.
Appendix(es).

4. TEACHING AND LEARNING METHODOLOGY

Two teaching and learning methodologies are combined in this course – lectures and feedback. Lectures will focus on how to choose the type of thesis and the research topic, as well as on the process of writing a Final Master Thesis. The feedback sessions will provide guidance and will help the students to improve their work, monitoring the progress and correct approach and development of thesis, as well as including Q&A sessions.

5. ASSESSMENT

The assessment of the thesis will include the following aspects:

1. Positive contribution to class discussions. 5 % of the final grade. Individual grade.
2. Quality of the partial submissions. 15% of the final grade. Individual grade.
3. Quality of the final submission. 50 % of the final grade. Team grade.
4. Thesis defence to an academic committee. 30% of the final grade. Individual grade.

In order to proceed to the thesis defence, the students must have the approval of their supervisor.

6. BIBLIOGRAPHY

6.1 KEY READINGS

- European Association of Science Editors (2016). EASE Guidelines for Authors and Translators of Scientific Articles to be published in English. European Science Editing, 42(4). https://polimery.umw.edu.pl/upload/files/EASE-Guidelines_2016.pdf
- Sharp, Byron (2017). Marketing – Theory, Evidence, Practice. 2nd edition, Oxford University Press (textbook).

6.2. SUGGESTED READINGS

- Chernev, A. (2020). The Marketing Plan Handbook, 6th edition, Cerebellum Press.
- McDonald, M. and Wilson, H. (2016). Marketing Plans: How to Prepare Them, How to Profit from them, 8th edition. Wiley.
- Wood, M.B. (2011). The Marketing Plan Handbook. Prentice Hall.

6.3. WEB REFERENCES

- Wejo, H. (2021). Fundamentals of good writing. Available at: https://www.linkedin.com/pulse/fundamentals-good-writing-henri-wejo/?trackingId=8UvIO1rMSp6t88u7ajlYkw%3D%3D&fbclid=IwAR2F3oSRIM9KiG_15nU6yF_FyHD53L8q-ni9pYfqrLH21sVhH75BU2-HtOmg

6.4. WEBSITES

- Baidu Scholar: <http://xueshu.baidu.com>
- Google Scholar: <https://scholar.google.com/>
- Microsoft Academic: <https://academic.microsoft.com/home>

6.5. REFERENCE MANAGEMENT SOFTWARE

- Zotero: <https://www.zotero.org/>