



GRADUATE SCHOOL

GM1162 Master Degree Project in Marketing and Consumption, 30 credits

Examensarbete i marknadsföring och konsumtion, 30 högskolepoäng
Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2023-11-14 to be valid from 2025-01-20, spring semester of 2025.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Master Degree Project in Marketing and Consumption, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Marketing and Consumption

Specialization

A2E, Second cycle, contains degree project for Master of Arts/Master of Science (120 credits)

Entry requirements

To be eligible for the course Master Degree Project in Marketing and Consumption students must have passed at least 60 credits of the 90 credits from the three first terms of the programme. Out of the 60 credits passed, 37.5 credits from the first year's core courses must be included, of which two of the core courses must be Multivariate Data Analysis and Advanced Qualitative Methods. Students must also have a registration on the courses term three to be eligible for the course.

Learning outcomes

On successful completion of the course, the student shall be able to:

1. carry out an extensive and independent written thesis project, using relevant scientific theories and methods from earlier courses in the programme, and to defend the choice of theory, method, as well as the conclusions and recommendations in an oral presentation
2. critically evaluate data and other material as well as to discuss and to provide constructive criticism on theses written by other course participants
3. independently be able to recognize when further knowledge and study is necessary and to take responsibility for his or her further knowledge development.

Course content

The objective of the master degree project is to synthesize acquired theoretical, methodological and practical knowledge and skills into an independent written work that reaches the quality level for a Master of Science thesis according to common international standards. The issue studied shall build on the knowledge and skills the students have acquired so far in the Master of Science in Marketing and Consumption programme. The topic of the project shall be decided in consultation with the course coordinator, and shall in normal cases comprise a theoretical part that is related to the relevant scientific literature, and an empirical part, that consists of material gathered through practical fieldwork.

Each student is assigned a personal tutor based on project topic and available capacity of supervision within the Faculty, and is offered personal tutoring during the course.

The thesis shall be presented and defended in a seminar, which also comprises an oral presentation. In addition each participant is required to act as a discussant at thesis presentations held by other students within the course. Active participation in the final seminar is compulsory.

Form of teaching

Supervision and seminars.

Language of instruction: English

Assessment

The student will be assessed based on a qualitative assessment of the written report in relation to the learning outcomes. The student shall present the Master Degree Project (thesis) at a final seminar, which may be attended by members of the business community, faculty and students. Furthermore, the student shall give constructive criticism of another student's Master Degree Project (thesis) at a seminar. The oral presentation and the ability to provide constructive criticism will also constitute part of

the assessment.

A failed Master Degree Project can be supplemented to a passing grade (A-E). A student who, during the current course, does not complete the Master Degree Project in time does not have the right to more tutoring time. However, the student always has the right to have the Master Degree Project assessed at subsequent examination occasion. The number of examinations is limited to five.

If a student who has twice received a failing grade for the same examination component wishes to change examiner ahead of the next examination session, such a request should be made to the department in writing and should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for study support for students with disabilities, the examiner may, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years after the course has ceased/been changed.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Course evaluation

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.