

| Degree programme | Type | Course |
|------------------|------|--------|
| Marketing        | TFE  | 1      |

## Contact lecturer

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## Teaching staff

María Pilar Lopez Belbeze

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## Group languages

You can consult this information at the [end](#) of the document.

## Prerequisites

Students must form a work team consisting of 2 or 3 students and present a research proposal related to any topic developed in the master's program. The module coordinator, once the proposal has been received and approved, assigns a tutor to the master's thesis project.

Alternatively, supervisors will offer a list of master's thesis topics, and students will select the one that aligns with their interests.

## Objectives

The objectives that are intended to achieve in this module are:

- Integrate and apply the acquired marketing knowledge to a specific marketing problem.
- Design innovative marketing plans according to professional criteria of effectiveness and efficiency.
- Develop a new marketing topic.
- Correctly formulate a research problem, design the project and execute it in a professional or academic way.
- Elaborate coherently the different elements that make up a project.
- Develop communication skills in oral presentations to critical audiences

## Learning outcomes

- CA14 (Critically combine the theoretical concepts and practical tools learned to develop projects.) Critically combine the theoretical concepts and practical tools learned to develop projects.
- CA15 (Design research projects that use advanced quantitative and qualitative analysis techniques.) Design research projects that use advanced quantitative and qualitative analysis techniques.
- CA16 (Correctly communicate the findings, analyses and conclusions obtained orally and in writing using clear, concise and inclusive language suitable for an academic and professional audience.) Correctly communicate the findings, analyses and conclusions obtained orally and in writing using clear, concise and inclusive language suitable for an academic and professional audience.
- KA21 (Explain the theoretical bases of marketing, the design and execution of strategies, in different business environments (KT01 / KT02).) Explain the theoretical bases of marketing, the design and execution of strategies, in different business environments (KT01 / KT02).
- SA20 (Correctly use computer tools to analyse market and advertising data, qualitatively evaluating the information obtained.) Correctly use computer tools to analyse market and advertising data, qualitatively evaluating the information obtained.
- SA21 (Develop solid and project-based arguments based on academic literature and current marketing trends.) Develop solid and project-based arguments based on academic literature and current marketing trends.
- SA22 (Recognise the ethical principles and methodologies of marketing research in the area of marketing that incorporate the gender perspective and avoid bias in data collection and analysis.) Recognise the ethical principles and methodologies of marketing research in the area of marketing that incorporate the gender perspective and avoid bias in data collection and analysis.

## Contents

This module aims to advance the integration of the curricular knowledge of students with the development of a master thesis project in the professional or academic modality of the marketing field. It is based primarily on tutorial action and teamwork for its development of it.

However, we can program a few sessions to show the use of instrumental tools, the bibliographic reference managers, and the integration of the reference managers with the text editors. The search for appropriate biblical references, the search for data sources, and the organization of academic or professional research work.

Each project is assigned a tutor, and under his/her supervision, the team involved will agree on a work schedule and tutorials to carry out this work rigorously and professionally. The interaction between students/supervisors will be coordinated through the application tfe.uab.cat.

The student must demonstrate their knowledge and participation in the process of carrying out the work, as well as actively participate in their defense or public oral presentation before a committee. Demonstrating that they have acquired the set of competencies of the Master and their ability to relate and integrate them, and that they are ready to start professional practice.

To increase the quality of all the works that are presented in the master's degree, we indicate some lines to be considered for its development:

- It must be original, developed entirely by the students, and address a current topic and interest in marketing.

- It must present a state of a current marketing topic that is addressed according to a review of reliable and/or prestigious bibliographic sources.

- A rigorous investigation of markets must be carried out.

- The development of the master thesis must respect the rules of the American Psychological Association, APA, rules for writing the thesis and presenting the bibliographical references

- The master thesis must have a length between 30 and 50 pages, double space, and be written in Times New Roman 12 points.

## Learning activities and methodology

| Title             | Hours | ECTS | Learning outcomes |
|-------------------|-------|------|-------------------|
| Workshops         | 12    | 0.48 |                   |
| Oral presentation | 3     | 0.12 |                   |
| Working sessions  | 50    | 2    |                   |
| Tutorial sessions | 15    | 0.6  |                   |
| Autonomous work   | 166   | 6.64 |                   |

The teaching methodology and assessment proposed in the guide may undergo some modification depending on the restrictions on attendance imposed by the health authorities.

The characteristics of this module imply the use of certain methodologies.

1. Tutorials: The student has a few hours with his tutor where he can solve the doubts and problems that arise in the realization of the project.

2. Team work sessions: The students during these work sessions will submit common ideas and solutions for the development of the project.

3. Autonomous work: the student will independently perform various activities, such as reading articles, consulting books, or interviews, that can help illustrate, clarify relevant aspects of the content of the project.

4. Workshops: the teacher develops the fundamental concepts in the realization of a project of these characteristics. Specifically, 4 sessions will be programmed to show the use of instrumental tools. The use of bibliographic reference managers, the integration of reference managers with text editors, the search for appropriate bibliographic references, the search for data sources, and the organization of an academic or professional research work.

5. Public defense: the student makes an oral and public presentation before a committee of two people, where he or she must present and defend his master's thesis.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Assessment

## Continuous assessment activities

| Title                   | Weight | Hours | ECTS | Learning outcomes      |
|-------------------------|--------|-------|------|------------------------|
| Supervised work         | 30     | 2     | 0.08 | CA14, CA15, SA20, SA21 |
| Oral and public defence | 70     | 2     | 0.08 | CA16, KA21, SA22       |

The evaluation and accreditation of the apprenticeships will be carried out through the public defense of the Master's thesis before a two-member tribunal.

The system of evaluation of the acquisition of the competencies of the master thesis is structured as follows:

- Report of the tutor/director responsible for the end of master's work: 30%.

Management of the process of preparing the master's thesis

The management of the evidence of interaction with tutors will be carried out with the application tfe.uab.cat.

Student-Tutors Engagement Sheet: It must be delivered through the tfe.uab.cat application before 31 January.

The deadline for the delivery of the master's thesis is May 31.

Procedure for the delivery of the master's thesis: with the tfe.uab.cat.

Format of the master's thesis: Citations and bibliography in APA format.

- Report of two evaluators (court) of work and public defense: 70%.

The defense of the master's thesis will be carried out, normally during the month of June, once the classes are finished. Those master theses that are not considered suitable by the court will have two weeks to present a new version of the master thesis. That is why the period of presentation of the master thesis ends during the month of July.

Valuation criteria:

- Interest and current topic.
- Consistency, clarity, and precision of the objectives.
- Methodological rigour.
- Adequacy, justification, and legitimation of the design and development of the master thesis.
- Opportunity, relevance, and reality of the marketing problem.
- Other criteria related to the formal, expository clarity and overall coherence of the presented project.

General rules of the Master Thesis (final written report)

The written report of the master thesis will have a maximum length of 50 pages (approx.)-without including bibliography and annexes-that must respect the standard rules of the structure of written reports. The American Psychological Association, APA, will be followed for the preparation of the academic papers. See: <http://www.apastyle.org/>.

## Use of AI

Permitted Use:

"In this course, the use of Artificial Intelligence (AI) technologies is allowed as part of the assignment

development, provided that the final result reflects the student's significant contribution in terms of analysis and personal reflection. The student must clearly identify which sections were generated using AI, specify the tools used, and include a critical reflection on how these technologies influenced the process and final outcome of the assignment. Failure to disclose the use of AI will be considered a lack of academic honesty and may result in a grade penalty for the assignment or more severe sanctions in serious cases."

#### General rules of the Master Thesis (oral presentation)

The oral presentation of the master thesis will have a maximum length of 30 minutes, where all the members of the team participate actively. The exhibition must follow the standard guidelines of professional oral communication.

The completion of assessment activities is subject to the provisions set out in this course guide and in the "[Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities](#)", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

#### Bibliography

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- Center for History and New Media. (2016). Zotero Quick Start Guide. Retrieved from [http://zotero.org/support/quick\\_start\\_guide](http://zotero.org/support/quick_start_guide)
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- Gandrud, C. (2013). *Reproducible research with R and RStudio*. London: Chapman & Hall/CRC.
- Vissoci, J. R. N., Rodrigues, C. G., de Andrade, L., Santana, J. E., Zaveri, A., & Pietrobon, R. (2013). A

## Software

To carry out the final master's thesis, students have at their disposal the software:

- Google suite
- Zotero (bibliographic reference manager)
- R Language and Environment for Data Analysis (open source)
- Rstudio (an open-source GUI for using R)
- Rstudio.cloud
- Exploratory.io

## Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

| Type of teaching               | Group | Language | Semester  | Shift         |
|--------------------------------|-------|----------|-----------|---------------|
| (TFMm) Treball de fi de màster | 1     | Unknown  | Undefined | morning-mixed |