

RESEARCH PROPOSAL

BACHELOR THESIS MARKETING

ANR :
Name :
E-mail :
Subject :
Subject Area :
Study Program :

Problem Statement

The problem background

<In this section, you should describe the central question dealt with in the thesis. A usual form is a short description of the problem area, followed by the problem definition. From your description, one must get the sense that some problem exists. Often occurring problems are: (1) little is known about a topic, despite a strong need for more information, (2) much is known about a topic, but the knowledge is scattered, outdated, contradictory or incomplete, and (3) can an observation (and theory) from another discipline (e.g., psychology) be translated to the field of marketing? In this paragraph you present the big idea: what do you want to accomplish with your thesis?>

The problem statement

<You have only four months to write your thesis, so your problem statement should be as specific (which variables to investigate and which not?) and attainable (is this feasible within a time period of 4 months) as possible. A rule of thumb might be that your problem statement includes three or four nouns that may help you to delineate your field of research. In your problem statement you explicitly refer to the dependent and (most of the time also) your independent variables.>

Research Questions

<To deal with the main problem, it is necessary to split it up into a number of research questions. Here you define the more specific problems to be researched. These specific questions should logically follow from the background discussed in the previous section. What is it precisely that your research wants to achieve?>

The research questions are the questions that must be answered to be able to solve the problems. The ultimate solution to the problem (the conclusion of your research) is in fact a kind of aggregation of the answers that were given to the research questions. They should follow a logical sequence and go typically from broader to more specific questions. Be careful here to ensure that your questions are precisely written and lead to observable outcomes. As your bachelor thesis is predominantly a literature review, your research questions will be of a theoretical nature. The answers to these questions provide a theoretical basis for answering more practical or empirical questions that follow.>

Relevance

<Here you specify what the relevance of your thesis is, both from an academic perspective, as well as from a managerial perspective. The academic relevance for example can be the fact that you try to solve and explain conflicting views and findings by proposing possible moderating variables. The academic contribution usually follows directly from your problem statement and background (providing new insights in a field where there is little knowledge, providing a clear and comprehensive framework in a domain where knowledge is scattered, or providing a solution for conflicting views and findings). The managerial relevance refers to the interest of your thesis (your solution to the problem) for marketing practice (for example, how can your insights be applied in a managerial setting?)>

Overview of the Rest of the Chapters

<Indicate what you are going to discuss in the remaining chapters. It is recommended that you already provide a graphical representation of your conceptual framework (“boxes and arrows”, and that you give a short outline of each of the chapters (i.e., which variable or relation are you going to discuss in each chapter?).>

Time Schedule

<Give a brief time schedule, broken down to the different research steps you are going to undertake. Present a realistic, though motivating, time span. This will help the readers and yourself (!) to decide on the viability of your proposal in the given timescale. By considering this thoroughly, you will save yourself a great deal of time and frustration later on.>

References

<It is not necessary to try to impress the reader of your proposal with an enormous list of references. A few literature sources to which you have referred and which are directly related to your proposal suffice.>