

# Master's Thesis

At the Chair of B2B Marketing, Sales & Pricing



Chair of Business-to-Business Marketing, Sales & Pricing

Prof. Dr. Dr. h.c. mult. Christian Homburg

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Value Proposition of the Chair of B2B-Marketing, Sales & Pricing

2.

Writing Your Master's Thesis at Our Chair

# Value Proposition of the Chair

## Topics of Interest

- Topics of high relevance for research and practice
- Variety of interesting questions

## Intensive Supervision

- Competent and “customer-oriented” service
- Teaching and use of the latest scientific and methodological knowledge

## Valuable Results

- Challenging master’s thesis in terms of content
- Opportunities for publication

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1.

Introduction to the Chair of B2B-Marketing, Sales & Pricing

2.

Writing Your Master's Thesis at Our Chair

# Prerequisites for a Master's Thesis

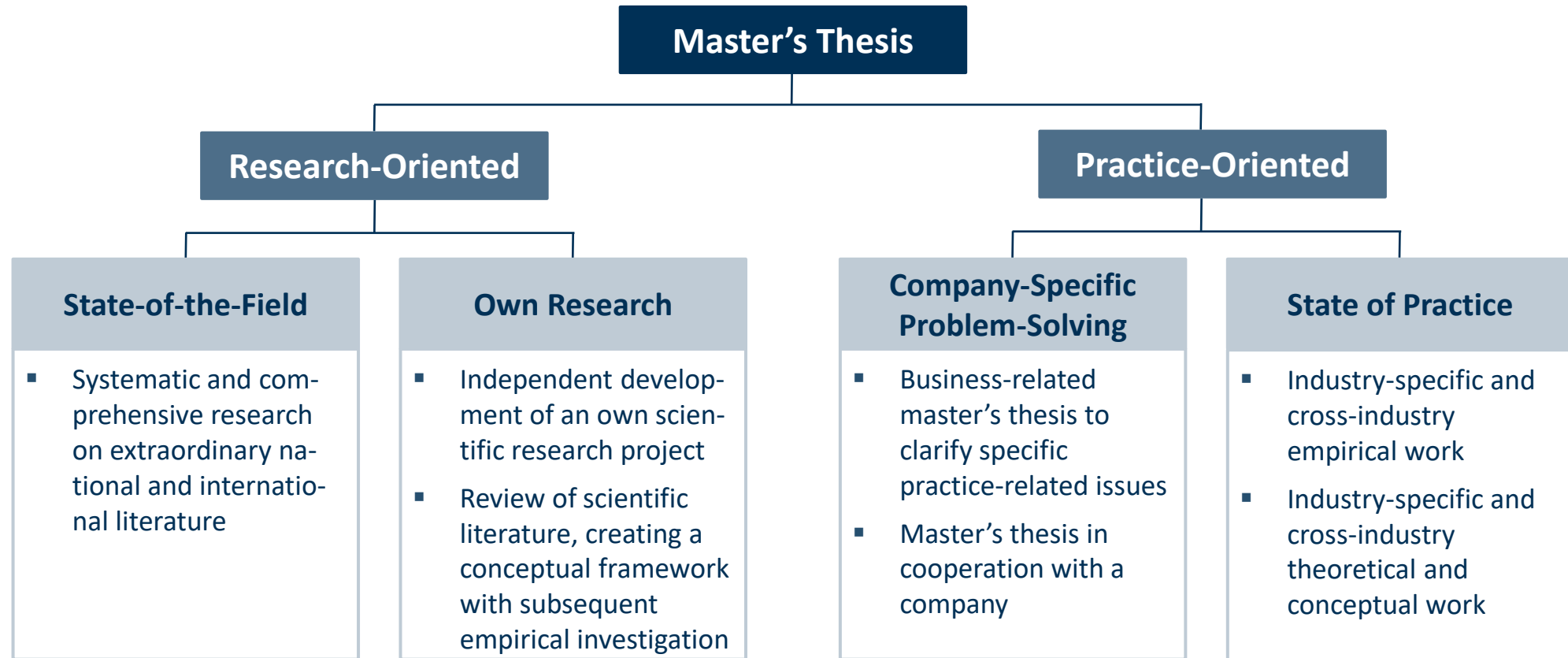
- Successful completion of a **seminar MKT 7X0** at one of the marketing chairs → LS Homburg MKT 710, LS Stahl MKT 720, LS Kuester MKT 730, LS Kraus MKT 740
- We also recommend that students write their master's thesis at the same chair where they wrote their seminar paper as this allows for an early involvement in the research and project work of the respective chair

# Writing Your Master's Thesis At Our Chair

## General Information

- **Topic Choice:**
  - Option to write either **research-oriented** or **practice-oriented** master's thesis (s. next slide)
  - Opportunity to choose from a variety of **pre-defined topics on our website** (e.g., price management, product management, customer relationship management, B2B marketing)
  - Possibility to propose **own topics**
- Submission of master's thesis either in **German** or **English**
- For an empirical thesis, opportunity to submit the work in the form of a **scientific paper**, which may provide **publishing opportunities** where applicable
- Option to **access old theses** for reference

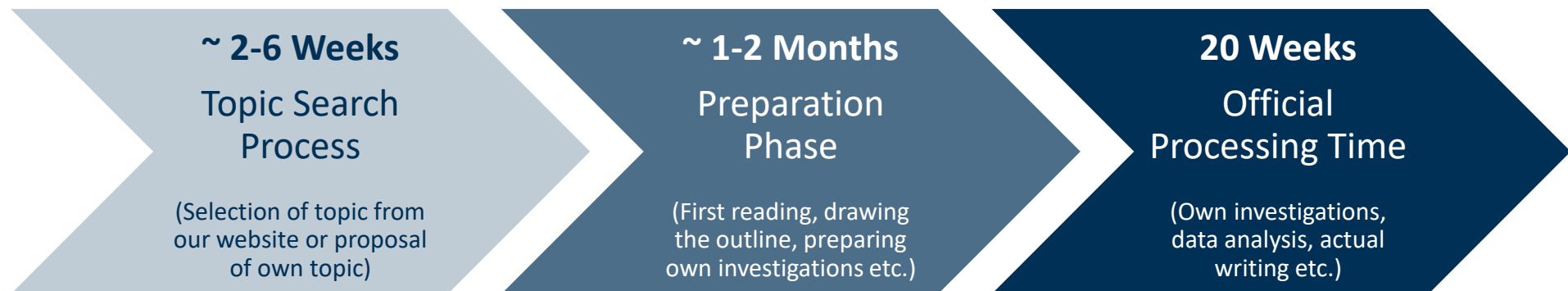
# Types of Master's Theses at Our Chair



# The Process of Writing a Master's Thesis

## Scheduling

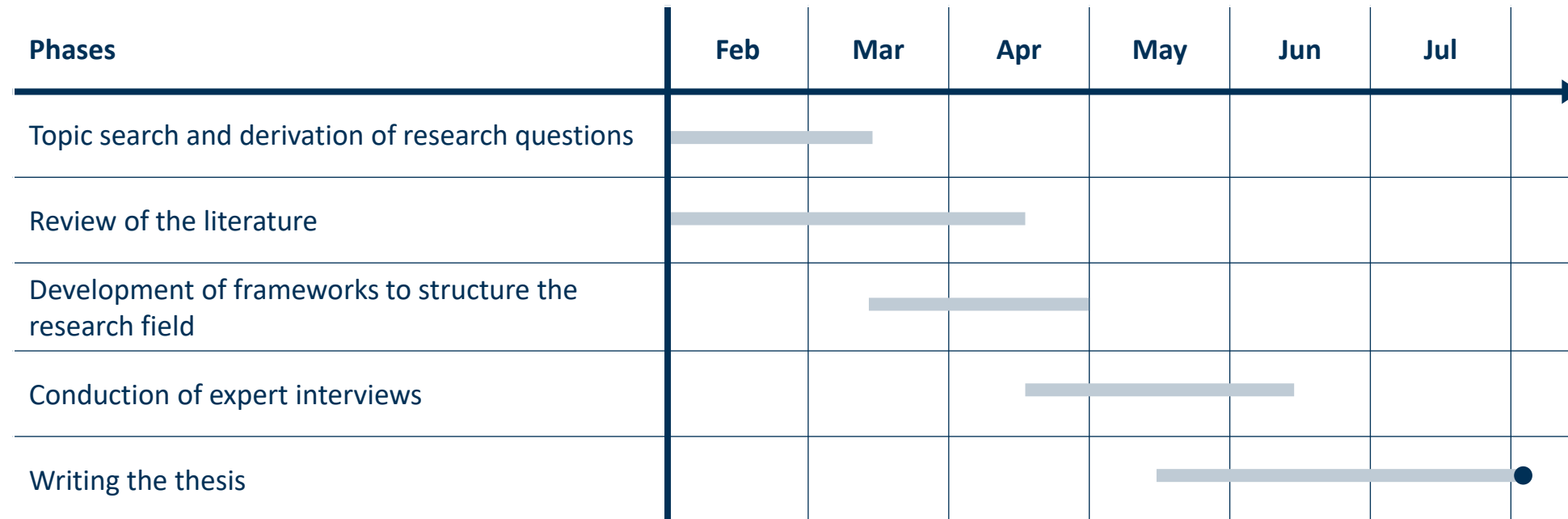
- **Start time** fully flexible (once all conditions are met)
- **Individual schedules** are arranged directly with the respective supervisor
- **Typical process** and **time** required:





# The Process of Writing a Master's Thesis

## Exemplary Schedule



# Your Contact for Master's Theses

In case of questions regarding the master's theses,  
please contact:

## **Alin Schröder**

- Email: [alin.schroeder@uni-mannheim.de](mailto:alin.schroeder@uni-mannheim.de)
- Phone: +49 621 181 3552
- Office Hours: by appointment
- Office: L5, 1, 68161 Mannheim  
(1<sup>st</sup> floor, room 110)

