

# Master's Thesis and PhD Forum



Chair of Business-to-Business Marketing, Sales & Pricing  
Prof. Dr. Dr. h.c. mult. Christian Homburg

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

2. Writing Your Master's Thesis at Our Chair

3. Doing a PhD 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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# Prerequisites for a Master's Thesis

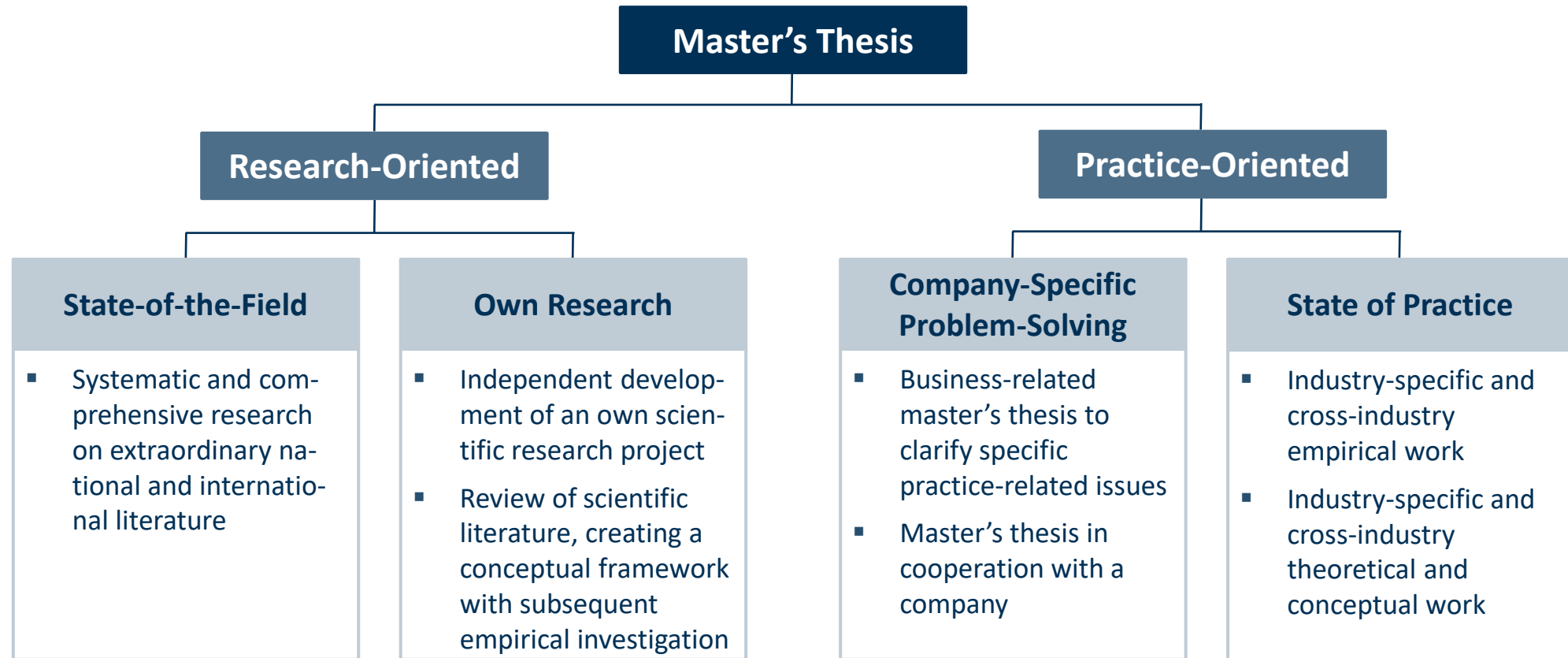
- Successful completion of a **seminar MKT 7X0** at one of the marketing chairs → LS Homburg MKT 710, LS Stahl MKT 720, LS Kuester MKT 730, LS Kraus MKT 740, LS Vomberg MKT 750
- We also recommend that students write their master's thesis at the same chair where they wrote their seminar paper as this 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

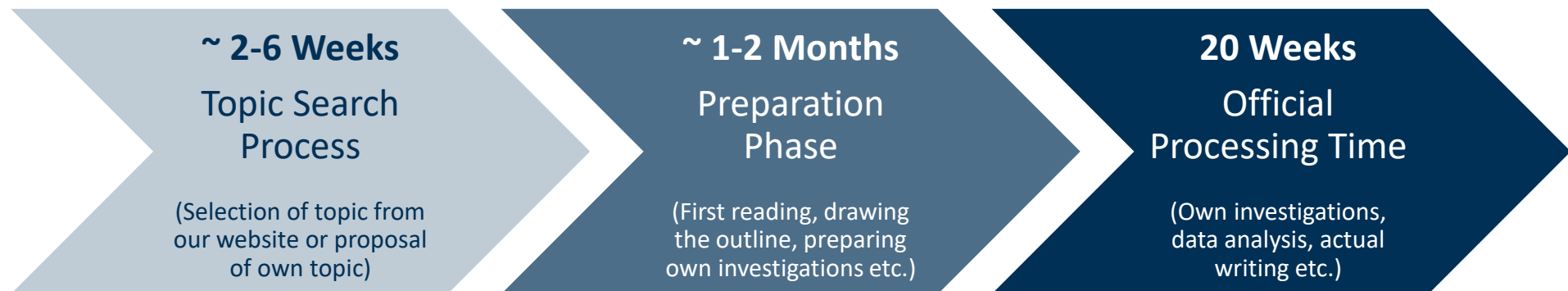




# The Process of Writing a Master's Thesis

## Scheduling

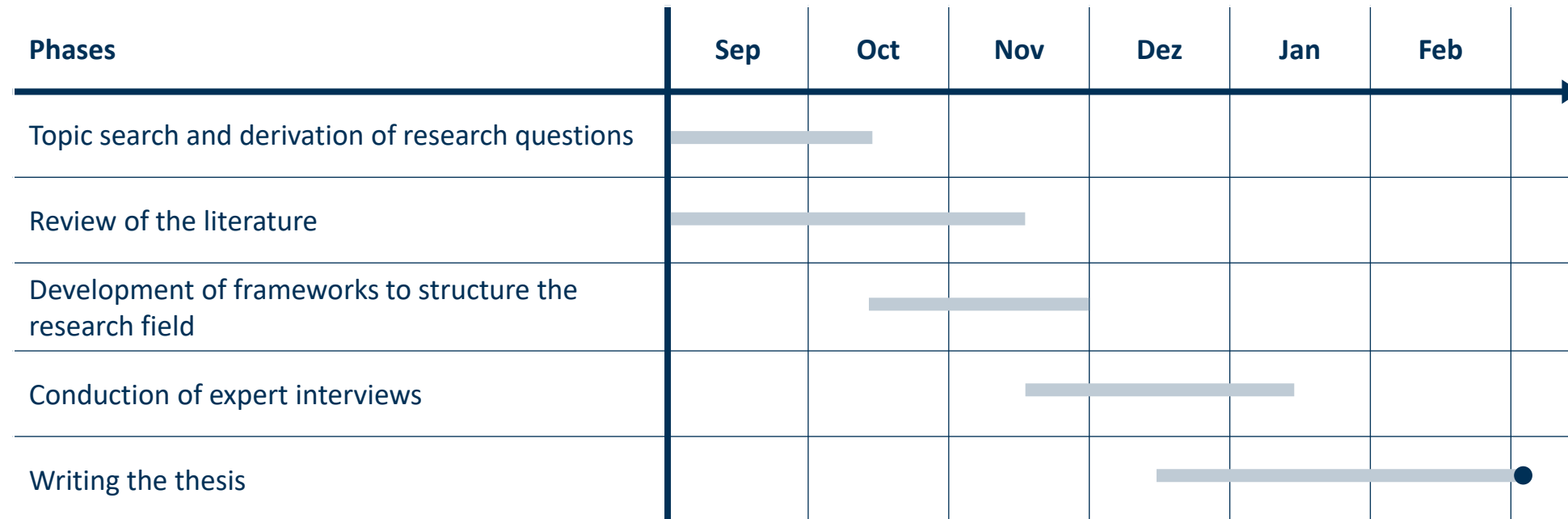
- **Start time** fully flexible (once all conditions are met)
- **Individual schedules** are arranged directly with the respective supervisor
- **Typical process and time** required:





# The Process of Writing a Master's Thesis

## Exemplary Schedule



# Requirements of a Good Master's Thesis

<b>Meaning-fulness</b>	<ul style="list-style-type: none"><li>▪ Clear presentation of the benefits of the thesis</li><li>▪ Creation of added value for research and/or practice</li></ul>
<b>Scientific Sophistication</b>	<ul style="list-style-type: none"><li>▪ Identification of relevant research gaps</li><li>▪ Systematic and comprehensive screening and adaptation of high-profile literature</li><li>▪ Clear presentation of theoretical reference points</li><li>▪ Terms of theoretical/scientific knowledge in the context of the provided argument</li><li>▪ Development of own approaches and concepts, potentially own empirical investigation</li><li>▪ Representation of implications for further research and practice</li></ul>
<b>Clear Structure &amp; Presentation</b>	<ul style="list-style-type: none"><li>▪ Informative outline and clear objective</li><li>▪ Meaningful classification of the subject and clear integration of relevant scientific literature</li><li>▪ Clarity of rational and structured thinking (1 paragraph = 1 thought)</li><li>▪ Sound and logical argumentation</li><li>▪ Critical acclaim of the literature</li></ul>
<b>Formalities</b>	<ul style="list-style-type: none"><li>▪ No formal errors and no errors in spelling, grammar, and punctuation</li><li>▪ Flawless citation</li></ul>

# Success Factors for Writing a Master's Thesis



## Personal Success Factors



- Analytical thinking
- Enthusiasm for the selected topic
- Motivation



## Process-Related Success Factors



- Timely and regular interaction with the supervisor
- Professional time management

# 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)



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# Reasons for a PhD in Marketing



## Personal and Professional Development

- Independent and creative idea development
- Conceptual and logical reasoning
- Statistical and textual analyses
- Writing and results presentation
- Project and time management



## Excellent Career Opportunities

- Preparation for an **academic career** by learning how to publish in leading scientific journals
- Preparation for a **managerial career** as a PhD at our chair is highly valued in business practice
- **Alumni** are placed within major industrial and consulting firms



## Ongoing Learning Process

- Position yourself as an **expert** in a field of your choice
- Attend doctoral courses and international conferences to expand your knowledge and acquire **crucial competencies** that are valued both in academia and business practice

# PhD at Our Chair

## General Information



Duration: **3 – 3.5 years** in total → **Fast Track: outline your PhD topic in your master's thesis**



Employment at a **75% position** (EG 13 TV-L)



**Structured Process:** close supervision and regular meetings with Prof. Homburg



**Diverse set of tasks** (e.g., teaching, event organization, external communications, management of cooperation with business partners, HR management)



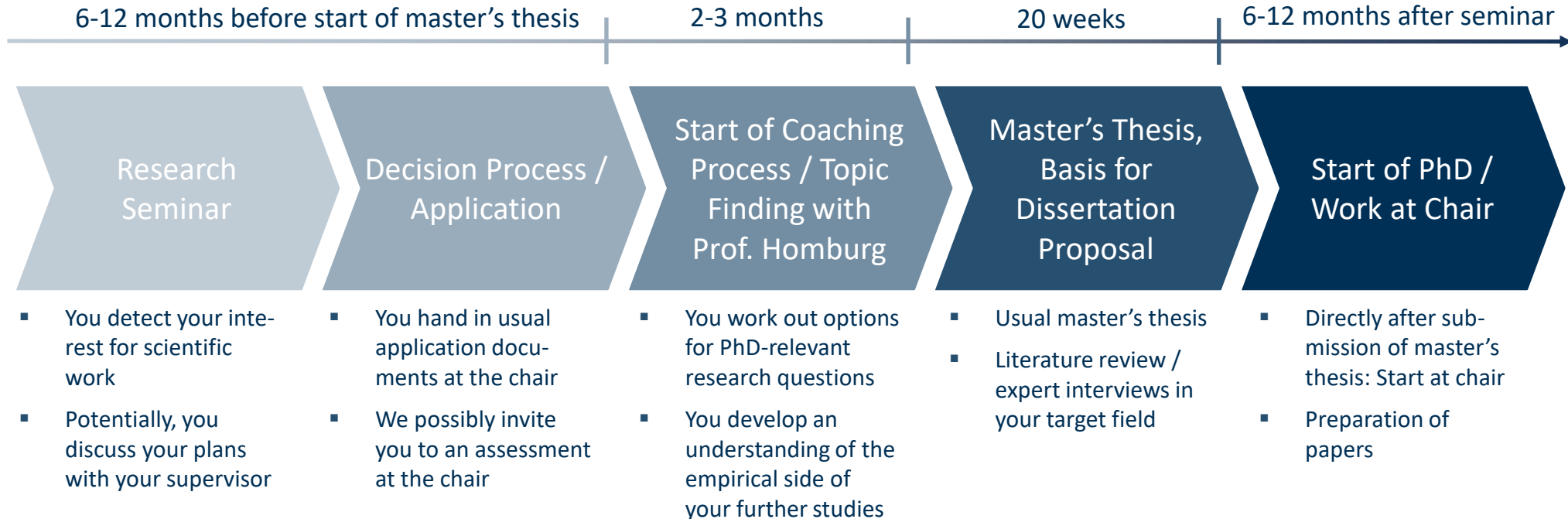
**Side jobs** are possible, e.g., teaching at other institutions or consulting jobs



# What Makes Our Chair Unique?

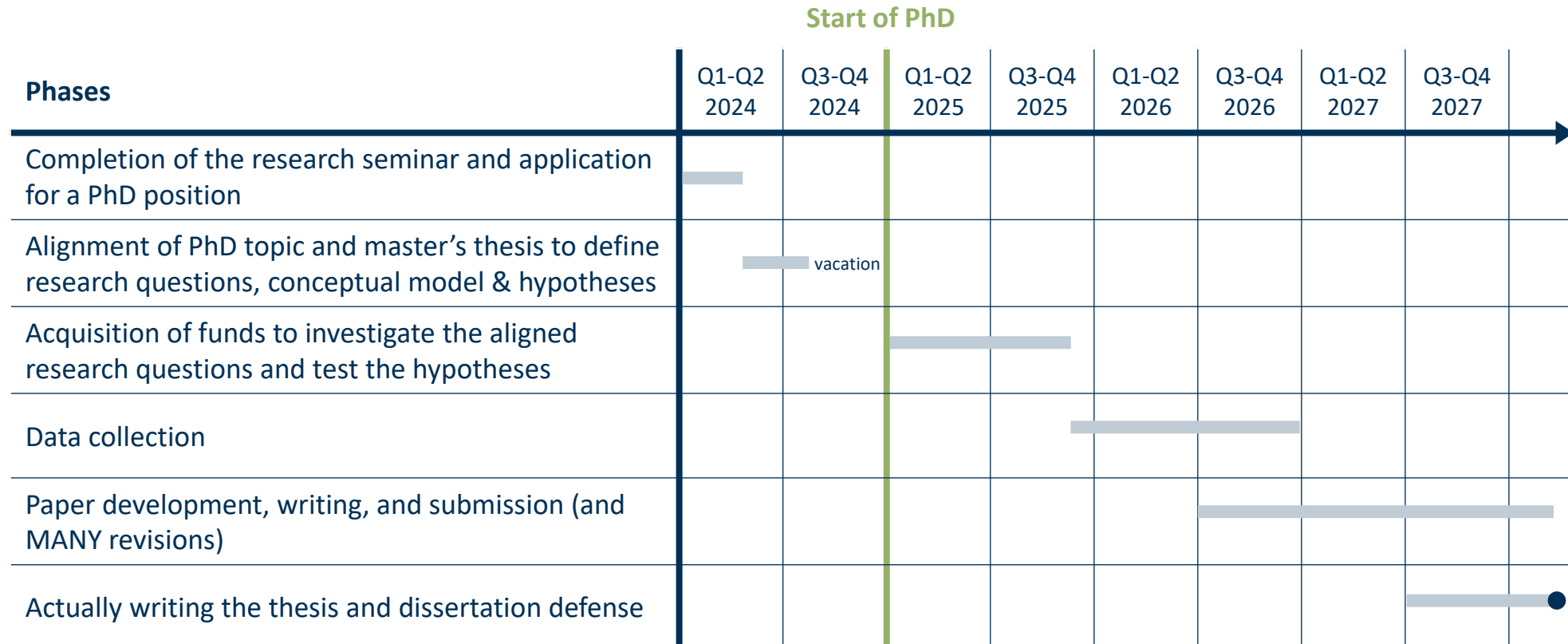


# How to Get Started for a PhD



- + Early career planning: we can offer positions about one year in advance
- + Smooth transition between master's thesis and PhD assures time synergies for your dissertation
- + Early integration into the team of the chair, i.e., at events

# Exemplary Timings of a PhD



# Your Contact for a PhD

In case of questions regarding a PhD, please contact:

## Alin Schröder

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