## HUMBOLDT-UNIVERSITÄT ZU BERLIN

## **School of Business and Economics**

Institute of Marketing Prof. Dr. Daniel Guhl

Prof. Dr. Lutz Hildebrandt Prof. Dr. Daniel Klapper



Annlicat	ion for a Pacholor Thesis				Date:	
	ion for a Bachelor Thesis				Date:	
Surname	:					
First Nam	ne:					
Matricula	tion Number:					
E-Mail:						
1)	Self-assessment of knowled	lge and skil	ls			
,		ccellent		average		not good
_			0		0	
	consumer behaviour	0	0	0	0	0
	market research	0	0	0	0	0
	marketing management	Ο	0	0	Ο	Ο
	statistic/mathematics	0	0	0	0	0
	Software (R/SAS/SPSS/)	0	0	0	Ο	0
	English	0	0	0	О	0
2)	Binding indication of the wr	iting period				
	Approximately from		to			

3)	Favorite topics: