



School of Business and Economics

Institute of Marketing
Prof. Dr. Daniel Guhl
Prof. Dr. Lutz Hildebrandt
Prof. Dr. Daniel Klapper

Application for a Bachelor Thesis

Date:

Surname:

First Name:

Matriculation Number:

E-Mail:

1) Self-assessment of knowledge and skills

	excellent		average		not good
consumer behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
market research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
marketing management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
statistic/mathematics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Software (R/SAS/SPSS/...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
English	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2) Binding indication of the writing period

Approximately from _____ to _____

