Course Research Methodology and Data Analysis (Course parts: Part A: Research Methodology, Part B: Data Analysis):

target group	(who want to write their bachelor thesis in market- ing)	Students from the Marketing Master	Students from the Management Master (who want to write their master thesis with the chairs of marketing)	Students from the Master in Int. and Europ. Busi- ness (who want to write their master thesis with the chairs of marketing)	Students from other mas- ters, e.g., Master in Busi- ness Comm., Master in Data Analytics (who want to write their master thesis with the chairs of market- ing)	Other students (who do not plan to write a master thesis in market- ing)
	Bambauer-Sachse Furrer	Bambauer-Sachse Furrer Morschett (marketing topic) Fauchart (marketing topic)	Bambauer-Sachse Furrer	Bambauer-Sachse Furrer	Bambauer-Sachse Furrer	-
	<i>mandatory</i> (Furrer) <i>optional</i> (Bambauer- Sachse)	mandatory	mandatory	mandatory	mandatory	-
Part B: Data Analysis	mandatory	mandatory	mandatory	mandatory	mandatory	optional, if places are left
•	no inscription on MyUniFR, but through internal inscrip- tion lists of the chairs	inscription on MyUniFR when the master thesis is being submitted	inscription on MyUniFR when the master thesis is being submitted	when the master thesis is being submitted	need to check with the De- canat whether inscription on MyUniFR is technically feasible	-
	no validation on MyUniFR, but option to validate the course parts on master level	3 ECTS (<u>regular study</u> <u>plan</u>) if appropriate re- search proposal submitted for the master thesis and if 12 out of 14 course weeks were attended and all exer- cises were submitted ap- propriately (SPSS)	posal submitted for the	ECTS in optional courses) if appropriate research pro- posal submitted for the master thesis and if 12 out of 14 course weeks were attended and all exercises were submitted appropri- ately (SPSS)	if technically feasible, 3 ECTS in optional courses if appropriate research pro- posal submitted for the master thesis and if 12 out of 14 course weeks were attended and all exercises were submitted appropri- ately (SPSS)	-
tion certifi- cate for the	yes, if 12 out of 14 course weeks were attended and all exercises were submit- ted appropriately	yes, if 12 out of 14 course weeks were attended and all exercises were submit- ted appropriately	yes, if 12 out of 14 course weeks were attended and all exercises were submit- ted appropriately	yes, if 12 out of 14 course weeks were attended and all exercises were submit-	yes, if 12 out of 14 course weeks were attended and all exercises were submit- ted appropriately	yes, if 12 out of 14 course weeks were attended and all exercises were submitted appropriately