

# Writing your bachelor's thesis at the BA in Marketing and Management Communication

---

November 2020

Department of Management

Anne Ellerup Nielsen  
Professor, PHD  
BAMMC Programme Coordinator



- › Rules and regulations for the BA thesis
- › What is a BA thesis in Marketing and Management Communication?
- › BA thesis: subject, problem statement, and process
- › Links and good advice
- › Questions?

# Rules and regulations for the BA thesis

## Project report:

- > Genre: academic paper
- > Project report is written individually or in groups (max 4)
- > Length: (excl. front page, table of contents, summary, references and appendices)
  - > 1 student 60,000 characters including blanks
  - > 2 students 108,000 characters including blanks
  - > 3 students 144,000 characters including blanks
  - > 4 students 168,000 characters including blanks
  - > +a summary max. 4.800 characters including blanks

Don't forget to state the length of the paper (i.e. the actual number of characters incl. blanks)

<https://kursuskatalog.au.dk/da/course/96980/Bachelors-Project>

# Rules and regulations

---

## Supervision

- > The program coordinator allocates supervisors to the BA theses according to areas of teaching and planning purposes.
- > Students who have chosen the same or related subjects will be allocated with the same supervisor, if possible. In case a subject cannot be approved, you will be contacted.
- > Max. 9.5 hours for supervision per project (incl. the meetings, but also e-mail correspondence, telephone meetings, reading of excerpts handed in in advance, etc.)

# How does it work?

---

## Considerations on subjects, challenges, problems

- Choice of subject (Form: see Study Portal:
- <https://studerende.au.dk/studier/fagportaler/virksomhedskommunikation-og-it/bachelorprojekt-og-speciale/>)
- Based on your choice of subject and on suggestions, if any, for supervisors, you will be assigned a supervisor.
- The supervisor initiates the first supervising session
- Ongoing supervision stops when you have handed in your BA thesis

# Questions from the floor!

*Is there a list of supervisors?*

No. The supervisors for the BA projects change from year to year – more than they do for MA theses. But if you have had a good teacher during your study program, you are welcome to suggest him or her as your supervisor.

*Can we choose a supervisor who is not teaching in this study program?*

Basically not.

*What if I'd rather have had another supervisor?*

Basically, it is not possible to change your supervisor during the thesis period. The supervisor is assigned to you according to the subject you have chosen – and the assigning of supervisors is thus based on the area of teaching.

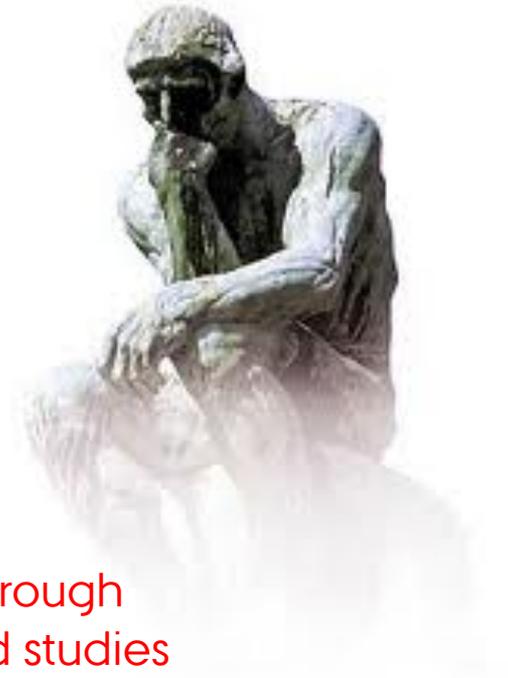
# What is a BA thesis?

---

A BA thesis (BA project, project report) is an academic paper/text:

- > Independent search and acquisition + systematic and methodical processing of professional knowledge through your own studies of academic literature and possibly field studies
- > Independent and critical analysis of issues within the subject area
- > Written formulation in a well-structured, clear and easily comprehensible manner

(cf. Course and exam description (BA thesis):competencies developed)



# What is a BA thesis?

**Empirical BA thesis:**  
Questions to phenomena you have observed,  
experienced or collected (using theories ...)



**Theoretical BA thesis:**  
Questions to theory (Careful! Don't let it become  
an entirely theory-referring text!)

**Action-prescribing BA thesis/ BA thesis with a product:**  
Aims at proposing suggestions or recommendations (Careful! Don't let it  
become unscientific)

# Types of action prescribing thesis

Exploratory Research  
(Unaware of Problem)

“Our sales are declining and we don’t know why.”

“Would people be interested in our new product idea?”

Descriptive Research  
(Aware of Problem)

“What kind of people are buying our product? Who buys our competitor’s product?”

“What features do buyers prefer in our product?”

Causal Research  
(Problem Clearly Defined)

“Will buyers purchase more of our products in a new package?”

“Which of two advertising campaigns is more effective?”

# What is a BA thesis?

---

## Study design

- > Bottom up (field work – interpreting): empirical problem setup
- > Top down (theory test – explaining): theoretical problem setup
- > “spiraling” (Berg 2007) (cyclic vs. linear – understanding)

## Study techniques (method)

- > Acquiring theoretical ideas
- > Interview
- > Observation of behaviour, forms of meeting and conversation, using equipment, etc.
- > Observation of layout, arrangement of workplace, etc.
- > Written artefacts, memos, minutes, annual reports, advertising material, instructions, manuals, etc.

# BA project in Marketing and Management **Communication**

- › Written in English
- › Subject within the area of **communication** in the widest sense (has to be approved by supervisor)
- › Both theoretical and empirical problem setups are possible
- › Empirical data have to be in English (all the parts *used* in the project translated into English)
- › Theories (primarily) within the subject area
- › Methods (e.g. analytic tools)
- › Genre: academic writing/report

NB! Don't re-contact companies or organisations who respond that they don't want to or have time to provide information for your study!

# Evaluation criteria (cf. course and exam description)

---

In the assessment of the extent to which the student meets the objectives of the bachelor project, emphasis is placed on the student's ability to:

- > focus on aspects that are important to the subject area
- > choose theories, methodology and source material appropriate for the topic
- > demonstrate critical sense in selecting and applying the source material
- > demonstrate independence and critical sense in analysis and argumentation
- > critically assess the extent to which the thesis/project results are applicable in a concrete real-world context
- > write a well-structured thesis observing the formal requirements (structure, layout, etc.) to academic reports
- > compose the thesis in a precise, varied, clear and correct language

# How do you write a BA thesis?

## BA thesis as a “small MA thesis”: the classic disposition

### Introduction

- > Appetizer
- > Problem statement
- > Method/delimitation
- > Disposition – intro to sections/coherence

### Main part

- > Theory
- > Method
- > Empirical data

} Order and prioritizing depends on the study design:  
(cf. “spiraling”, bottom-up or top-down)

(Discussion +) Conclusion (+ perspectivation)

Literature/references

Appendices

Summary

# How do you write a BA thesis?

## Choice of subject

- > Extension of or starting point at previous assignment
- > Inspiration from specific subjects or lectures
- > Keeping informed through trade magazines and papers
- > Current issues in the press
- > Observation or experience of phenomenon
- > Etc. ...

➔ Remember:

The subject has to sustain your interest for most of a semester:  
wondering, enthusiasm, interest



# Questions from the floor!

*“Can I write about e.g. crisis communication or corporate branding?”*

Well, we can't prevent you from writing about particular problems and subjects which you haven't worked with during your studies. But we strongly suggest that you think twice ...

... for several reasons:

- 1) You can risk using unreasonably much time on finding literature and reading it, so you might fall behind your time schedule and you won't have time to do the actual writing.
- 2) There is a clear expectation that you are familiar with the subject area you are working with – if there are important theories you don't know or there are questions about the area you can't answer in the exam, it is not a valid excuse that you didn't have it in class
- 3) The course and exam descriptions refer specifically to subjects that are relevant for the BA program.

# How do you write a BA thesis?

---

Subject areas/subjects/problems for the registration form:

- > Marketing & Integrated Marketing Communication
- > Organizational Communication/Management Communication
- > Global Communication
- > Others subjects – e.g. inspired by electives, executive lectures, etc.
- > Focus on methods: e.g. multimodal semiotics, discourse analysis

# How do you write a BA thesis?

---

From subject to problem statement: five crucial questions

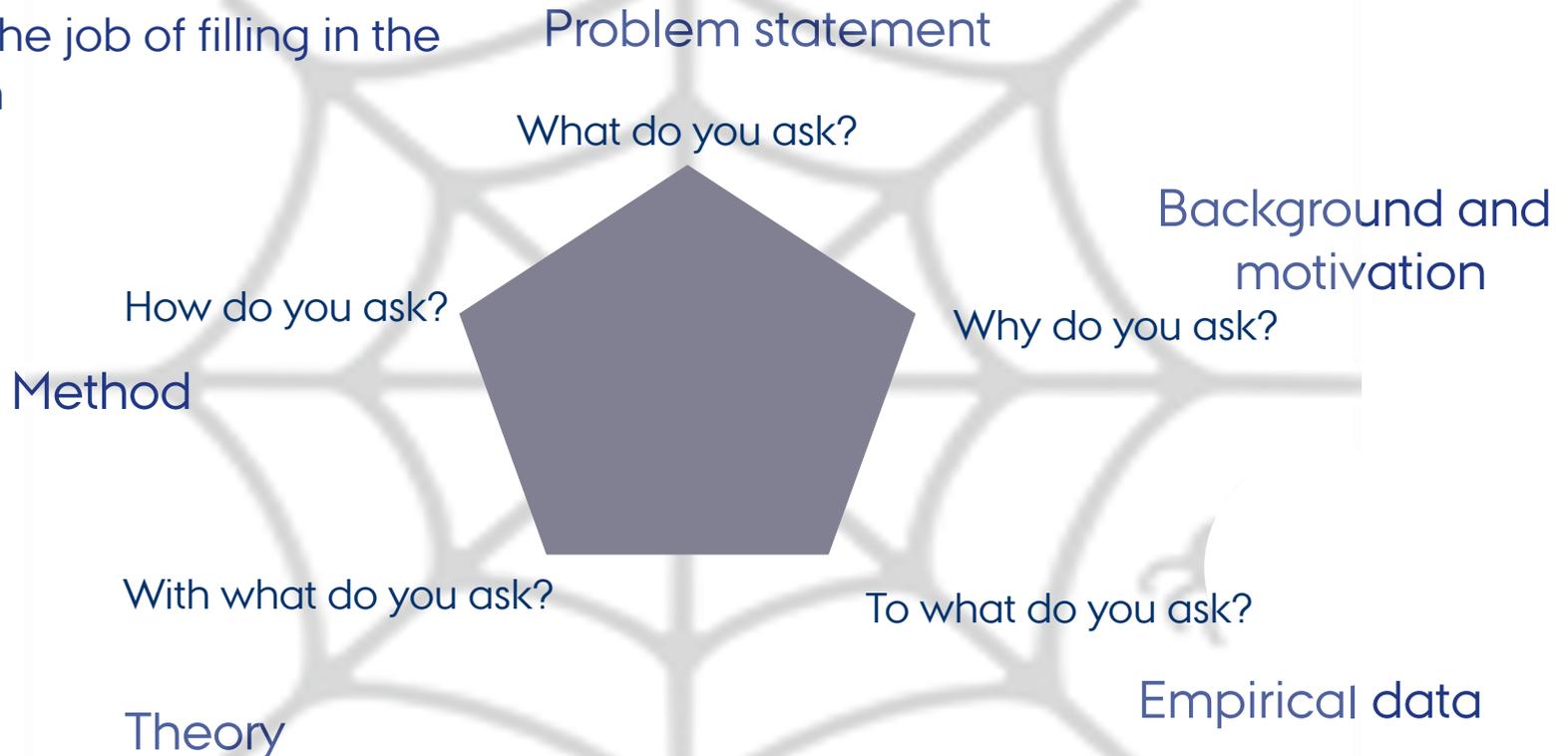
- > Questions of the study (problem statement): **What are you asking?**
- > Professional aim, or use, of the study: **Why are you asking?**
- > Empirical data, material, phenomenon: **To what are you asking?**
- > Tools of the study: theories, notions, subject specific methods: **With what are you asking?**
- > Method of the study: **How are you asking?**

# How do you write a BA thesis?

The pentagon

(Rieneker et al. 2005)

Prioritize the job of filling in the  
pentagon



# How do you write a BA thesis?

---

- > A precise problem statement
- > A clear structure
- > Well-argued and well-documented
- > Easily comprehensible
- > Well written

Don't forget to consult 'AU Studypedia' on how to write a report/thesis:

- > <https://studerende.au.dk/en/studies/subject-portals/corporate-communication-and-it/bachelors-and-masters-thesis/academic-writing/>

# How do you write a BA thesis?

## The process

1. Choice of subject
2. Focus on the problem statement and overall research question
3. Supervision/supervisor (clarification of expectations). NB: professional/subject-oriented supervision vs. process-oriented supervision.
4. Ambition
5. Time schedule and practical structuring of your work
6. Writing process: "I'm the king of the world" vs. "Heeeeeelp-days"



# Questions from the floor!

*“Do I HAVE to make a product?”*

No. The BA thesis can also be theoretical in its scope, cf. the different types of theses.

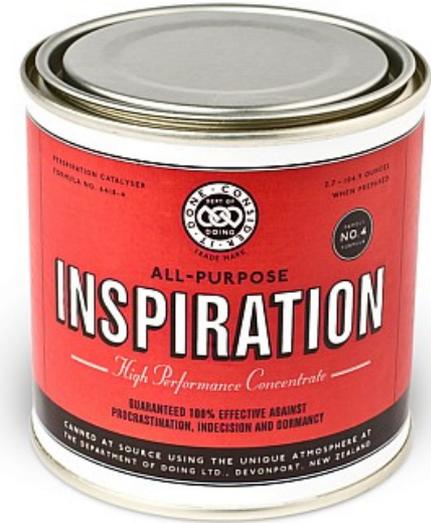
*“What if I get a better idea during the process?”*

It depends ... If there are big changes you should be aware of several things. Is it because you have difficulties making a final decision? Or is it because your original idea was too weak? Be careful not to change subject or focus between internal and external communication – the leap is too long as it can be problematic with respect to the assigned supervisor. You should rather keep the idea in store for a later opportunity– maybe you can recall it for a later assignment or perhaps for the MA thesis. But minor changes, differentiations and perspectives during the process are almost inevitable.

Remember always to confer with your supervisor!

# Examples (theses@asb)

- > [Legalized Sin](#)
- > Successful SOME Communication
- > A Shift in Social Marketing and its Foundation
- > A Multimodal Discourse Analysis of Airbnb's Political CSR Communication in Relation to Constructing the Brand's Identity
- > A case study of Liverpool FC's brand community on Instagram
- > Strengthening brand equity through guerrilla marketing: a multimodal analysis of persuasive functions in Hell Pizza restaurant billboards



[A Cultural Perspective on Branding: An analysis on Stiller's Coffee's branding from Douglas B. Holt's Cultural Branding perspective, by the use of a Foucauldian-inspired discourse analysis](#)

Josefine Cookson, Stine Leth Swart Nielsen

Bachelor in Marketing and Management Communication (BA MMC), (Bachelor) BA MMC, 2020

Bachelor project

[A Multimodal Discourse Analysis of the Potentials and Limitations in Naturli Foods' Brand Construction: The Intersection of Food Systems, Climate Change and the Human Desire for Freedom](#)

Simone Schmidt

Bachelor in Marketing and Management Communication (BA MMC), (Bachelor) BA MMC, 2020

Bachelor project

[A case study exploring the alignment between brand identity & perceived brand image](#)

Jes Haabendal Mikkelsen

Bachelor in Marketing and Management Communication (BA MMC), (Bachelor) BA MMC, 2020

Bachelor project

[A case study on how Carlsberg's green brand image is perceived following the introduction of the Snap Pack](#)

Signe Bendixen

Bachelor in Marketing and Management Communication (BA MMC), (Bachelor) BA MMC, 2020

Bachelor project

[A project of Fitness World's advertising](#)

Ida Marie Lindegaard, Katrine Pedersen

Bachelor in Marketing and Management Communication (BA MMC), (Bachelor) BA MMC, 2020

Bachelor project

[A study of employee advocacy on LinkedIn](#)

Helena Roger Andersen

Bachelor in Marketing and Management Communication (BA MMC), (Bachelor) BA MMC, 2020

Bachelor project

[An Exploratory Study of Consumer Attitudes: The Fast Fashion Paradox](#)

# If you want to know more...

## Study Portal: Bachelor's thesis - Spring 2021

[AU](#) > ... > [Corporate Communication and IT](#) > [B](#)

- > Corona
- >> Teaching
- >> Examination
- >> Counselling
- >> Study Abroad
- >> Bachelor's and Master's thesis
  - > Academic writing
  - > **Bachelor's Project (BAMMC)**
  - > Confidential theses and projects
  - > Master's Thesis
- >> IT and support
- >> Study environment
- >> Blackboard
- >> Introduction week
- >> Career
- >> Contact
- >> The closure of BAMMC and MACC

### Bachelor's Project (BAMMC)

The purpose of the Bachelor's project is to give students an opportunity to demonstrate their ability to independently formulate a problem statement within a given topic, select relevant literature, apply methodologies, collect and process data, make critical assessments, conduct analyses and conclude on the question raised in the problem statement.

On these pages, you will find relevant information, links and dates regarding the Bachelor's project in the sixth semester for bachelor students in Marketing and Management Communication.

#### Information about the Bachelor's Project

Information about the Bachelor's Project on Blackboard 

Course and exam description 

Subject guides from AU Library 

Cooperation with external organisations 

#### Registration and submitting the Bachelor's Project

Registration for the Bachelor's Project 

Submitting your Bachelor's Project 

Re-examination 

Information on Bachelor's theses from Bachelor study council (Study Portal)

<https://studerende.au.dk/studier/fagportaler/virksomhedskommunikation-og-it/bachelorprojekt-og-speciale/bachelorprojekt-bammc/>

AU course catalogue – BA project

<https://kursuskatalog.au.dk/da/course/96980/Bachelors-Project>

AU theses database for BA MMC theses

[https://pure.au.dk/portal-asb-student/en/studentprojects/search.html?search=&uri=&advanced=true&type=%2Fdk%2Fatira%2Fpure%2Fstudentproject%2Fstudentprojecttypes%2Fstudentproject%2Fbachelorproject&language=%2Fdk%2Fatira%2Fpure%2Fstudentproject%2Fstudentprojecttypes%2Flanguage%2Fen\\_GB&education=42224&studentProjectYearsFrom=&studentProjectYearsTo=](https://pure.au.dk/portal-asb-student/en/studentprojects/search.html?search=&uri=&advanced=true&type=%2Fdk%2Fatira%2Fpure%2Fstudentproject%2Fstudentprojecttypes%2Fstudentproject%2Fbachelorproject&language=%2Fdk%2Fatira%2Fpure%2Fstudentproject%2Fstudentprojecttypes%2Flanguage%2Fen_GB&education=42224&studentProjectYearsFrom=&studentProjectYearsTo=)

Job and project bank of AU Career coordinating project cooperation between companies and students:

<https://jobbank.au.dk/da/projects/danmark/>



>> Visit AU Job and Project Bank

Find your next full-time job, student job, internship, project or volunteer work

# Good advice

---

- › Know the rules and regulations and the course and exam descriptions
- › Be aware of deadlines
- › Find a subject that interests you
- › Use some time on the problem statement
- › Coordinate your mutual expectations with your supervisor
- › Keep your appointments, prepare for the meetings, and don't be afraid to set the agenda for the meeting (minutes from the meetings?)
- › Be sure to produce and forward drafts regularly or according to what you and your supervisor agree upon
- › Remember it's OK to have off-days. Use them to recharge your batteries, then you're ready to work hard the day after.
- › Enjoy!

# Important dates

1 <sup>st</sup> December	Deadline for submitting your online registration form for choice of subject
22. December	List of subjects and supervisors is uploaded on Blackboard
From 1 <sup>st</sup> February S	Supervising process (individual/group) First supervision meeting during weeks 6-7
Approx. 1 <sup>st</sup> March	Final project outline approved by supervisor
1 <sup>st</sup> May	Deadline for submission of BA thesis. Upload at THESES@bss.dk and to WiseFlow.

NB! For further questions contact Secretary Tabita Smidt (tabita@mgmt.au.dk) or Student Councilor Lene Birkegaard Pedersen (lbp@au.dk)



[aen@mgmt.au.dk](mailto:aen@mgmt.au.dk)

# Literature

---

Berg, Bruce L. (2007): *Qualitative Research Methods for the Social Sciences*. 6th ed. Boston: Allyn & Bacon.

Burr, Vivien (1995): *An Introduction to Social Constructionism*. New York: Routledge.

Chalmers, A.F. (1999): *What is This Thing called Science?* 3rd ed. Buckingham: Open University Press.

Daymon, Christine (2011): *Qualitative research methods in public relations and marketing communications*. 2nd ed. New York/London: Routledge.

Frandsen, Finn (2002): *Netværk: Introduktion til international erhvervskommunikation*. Aarhus: Systime.

Palmer, Richard E. (1985): *Hermeneutics. Interpretation theory in Schleiermacher, Dilthey, Heidegger, and Gadamer*. Evanston: Northwestern University Press.

Rienecker, Lotte & Stray Jørgensen, Peter (2006): *Den gode opgave*. Frederiksberg: Samfundslitteratur.

