



APPLIES TO ACADEMIC YEAR 2014/2015

GRA 6439 Research Proposal Course

Programme

Master of Science in Strategic Marketing Management

Responsible for the course

Even Johan Lanseng

Department

Department of Marketing

Term

According to study plan

ECTS Credits

10

Language of instruction

English

Introduction

The purpose of this course is to allow BI Double Degree students at Groningen, prior to arriving there, to have performed 10 credits on the thesis, which in Groningen is 20 credits. Students from Groningen will write this research paper after a completion of a 20 ECTS credits thesis from Groningen. In order to obtain an MSc degree from BI, students need to have completed at least 30 ECTS thesis.

Learning outcome

Prerequisites

Bachelor degree qualifying for admission to the MSc Programme.

Compulsory reading

Recommended reading

Course outline

BI Double Degree students will in this course, together with a research faculty at Department of Marketing, pick a topic and develop a research proposal in the format of the front end of a scientific paper published in for example Journal of Marketing. A set of guidelines for the research proposal will be provided. This work amounts to about 50 percent of a paper, i.e. 50 percent of the Groningen thesis. Smart students will pick a topic for the research proposal that will allow them to gain some mileage on their thesis work when arriving in Groningen.

Computer-based tools

Not applicable

Learning process and workload

Please note that it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book.

Examination

A written term paper

Examination code(s)

GRA 64391 term paper accounts for 100% of the final letter grade in GRA 6439

Examination support materials

Not applicable.

Examination support materials at written examinations are explained under examination information in the student portal @bi. Please note use of calculator and dictionary in the section on support materials.

Re-sit examination

It is only possible to retake an examination when the course is taught next.

The assessment in some courses is based on more than one exam code.

Where this is the case, you may retake only the assessed components of one of these exam codes.

Where this is not the case, all of the assessed components of the course must be retaken.

All retaken examinations will incur an additional fee.

Additional information**Honor Code**

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.