



APPLIES TO ACADEMIC YEAR 2015/2016

## **GRA 6439 Research Proposal Course**

### **Programme**

Master of Science in Strategic Marketing Management

### **Responsible for the course**

Peter Jarnebrant

### **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**

#### **Knowledge:**

Have a solid conceptual understanding of the theories and methodologies involved in the chosen topic.

#### **Skills:**

Ability to initiate, plan and/or carry out empirical research in the marketing domain.

#### **Reflections:**

Comprehend and resolve dilemmas and tradeoffs involved in empirical research.

### **Prerequisites**

All courses in the Masters programme will assume that students have fulfilled the admission requirements for the programme. In addition, courses in second, third and/or fourth semester can have specific prerequisites and will assume that students have followed normal study progression. For double degree and exchange students, please note that equivalent courses are accepted.

### **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**

### **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.

There are no scheduled classes in this course. Supervision of term paper will be provided by associate dean of the program and/or other relevant faculty members.

Students initiate contact with associate dean with whom they will agree on a topic and a supervision schedule.

### Examination

Term paper to be written individually or in pairs.

Form of assessment	Weight	Group size
Term paper	100%	

Specific information regarding student assessment will be provided in class. This information may be relevant to requirements for term papers or other hand-ins, and/or where class participation can be one of several components of the overall assessment.

### Examination code(s)

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

### Examination support materials

Permitted examination support materials for written examinations are detailed under examination information in the student portal @bi. The section on support materials and the use of calculators and dictionaries should be paid special attention to.

### Re-sit examination

It is only possible to retake an examination when the course is next taught. 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. All retaken examinations will incur an additional fee. Please note that you need to retake the latest version of the course with updated course literature and assessment. Please make sure that you have familiarised yourself with the latest course description.

### 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.