



## Master in International Marketing in a Digital Environment

### Master Thesis (Final Project, TFM)

**ECTS:** 9

**Project Director:** Ramon Palau-Saumell, PhD

#### COURSE OBJECTIVES

The final master's thesis (TFM, Final Project) purpose is the application of the knowledge acquired by the student during the Master in a practical way in the preparation for an international marketing plan, consulting work, or study within the commercial area. The subject may be proposed by the student, and must be authorized by the Project Master Director. The Final Master's Project will require the student to be able to do the corresponding written report on the work developed and making an oral presentation in front of an Examination Board.

#### COMPETENCIES

**Customer-Oriented (CT2):** Students should be able to show the skills to identify and meet customer needs.

**Ethic, Social and Environmental response (CT3):** Upon completion of the master, students will identify and face any ethical or social responsibility dilemma in the global Market by applying personal ethics and organizational values.

**Well-informed decisions (CE1):** Students will be able to identify their informational needs in order to minimize organizational risks choosing the best research or technical sources.

**Strategic thinking (CE2):** Students will be able to understand the changing environment and market opportunities, define strategies, and evaluate their impact.

**Brand Management (CE3):** Students will be able to apply the international brands' principles of creation and management

**Digital Campaigns (CE6):** Students will be able to develop strategies and campaigns for mobile devices applications, as well as in social networks.

**Planning (CE7):** Students will be able to transform strategies into objectives, actions, and terms. They will be able to define the appropriate resources to achieve the objectives efficiently and identify the monitoring tools to take corrective actions.

**Digital Strategy (CE8):** Students will be able to manage and apply autonomously online communication tools and digital metrics (digital analytics) for the efficient development of digital marketing strategies

## **MASTER THESIS - FINAL PROJECT GUIDELINES**

The Master Thesis (Final Project, TFM) requires students to draft a written report on the chosen subject matter and to make an oral presentation before an Examination Board following the rules below:

### **i. Final Project Management**

The Master Thesis (Final Project, TFM) course is under the responsibility of an IQS Lecturer ("Project Director"). The final master's project will have to be carried out by the student with the supervision of an IQS lecturer. However, two supervisors as co-directors of the project are allowed. Students must draft their International Marketing Plans following the guidelines provided by the Project Director.

The Project Director has the following role:

- Aid and guide the assigned students with the planning of the project, and accept the final report for presentation.
- Supervise and monitor the students' job.
- Prepare an evaluation report on the project tutored.

### **ii. Project duration**

Students are expected to invest 243 hours to the Final Project course (9 ECTS). Master Thesis starts in November and ends in May.

### **iii. Master Thesis registration**

Students must fill in the registration document of the Master Thesis. This document will be signed by the student, the Project Director and the Master Coordinator.

### **iv. Submission**

The Final Project (TFM) should be submitted in May (end of second semester) to IQS General Secretary. The defense will be in June.

#### **v. Team work**

The Final Project will be developed in teams of 2 students.

#### **vi. Final report**

Written report should be between 25,000 and 30000 words in length ( $\pm 10\%$ ). This includes all text including tables, figures, and references. Appendices are not included.

The Final Report must include the following parts:

- First page: supplied by IQS General Secretary following a standard format (or download since IQS's Intranet).
- Acknowledgements (if applicable)
- Summary
- Index (contents, tables and figures)
- Introduction: objectives, motivation, methodology followed and structure of the report
- Main body (structured around chapters)
- Conclusions (if applicable)
- Bibliography with all references adequately presented (APA citation)
- Appendices

The report will be presented in three hard copies, on DIN A4 and deep-red (burgundy) hard cover bounded, and CD with a copy of the project in pdf format. The three copies will be delivered at the IQS General Secretary fifteen days before the date foreseen for the oral defense.

#### **vii. Examining Board composition**

The Examination Board (Chair, Secretary and Member) could be composed by the Project Director who will act as Chair and two professors assigned by the Masters' Director.

The Examination Board will be approved by the IQS General Manager or, by the IQS School of Management Dean (acting in the name of the IQS General Manager).

#### **viii. Final project defense**

The defense of the Final Project is an open session and will be adequately and timely announced. Students presentation will last thirty minutes including conclusions. The Examination Board members will have fifteen minutes to ask questions.

## **ix. Evaluation**

The Final Project will be evaluated according to these parameters:

1. Continuous Evaluation (10%)
2. Written Report (70%)
3. Oral Defense (20%)

The Project Director perform the Continuous Evaluation and the Examination Board will evaluate the Report and Oral Defense.

The grading system is:

- Excellent: 9 to 10
- Satisfactory: 7 to 8
- Pass: 5 to 6
- Fail: less than 5

After the student defense, the Examination Board decides the grade. Then, the Examination Board Secretary fills in the minutes to be signed by all the members, communicates the final mark to the students and deposits the minutes to the General Secretary jointly with a copy of the report for long-term archiving. It is upon the Examining Board's to qualify a Final Project as "Excellent with Honors".