

Thesis Competition 2015-2016

Send us your research paper and win a place at the EACA International Summer School and support for a potential publication in a European academic journal!

The European Institute for Commercial Communications Education (edcom) is hosting its Third Annual Bachelor and Master Thesis Competition. The purpose of this competition is to celebrate and reward the best Bachelor and Master thesis, dissertation or essay produced by students of edcom member schools.

Students keen to enter should contact their designated edcom staff coordinator no later than **15 September 2015**. A full list of edcom coordinators can be found [here](#).

The competition comprises of four stages:

0. Selection of edcom members' finalists:

By 30 September 2015, each edcom member school must select the best Bachelor and/or Master thesis that has been submitted to them for examination. Each edcom member is eligible to select one finalist in the Bachelor and one in the Master category.

1. Submit application

Selected finalists are requested to submit the following by **30 October 2015**, via email, to info@eaca.eu:

- **An essay-style abstract of the thesis in English**, containing no more than 500 words and focusing on the topic and its relevance for the field of commercial communications. The abstract should include the following: hypothesis, research questions, methodology, main findings and suggestions for future research.
- **A poster** of the thesis, summarising the main themes, evidence and findings. The poster should include the following:
 - A1 (594 x 841 mm) format, "landscape" orientation. The format should be PowerPoint, PDF or JPEG.
 - The poster should be clearly and logically organised, and should concisely explain your research to a wide audience. Ensure text font is legible (font size at least 14).
 - Include text and graphics that explain the research objectives and the importance of the research and findings.
 - Highlight your hypothesis or statement of the problem, methods, results, conclusions and suggestions for future research.
 - Please ensure that you have permission – where necessary – to use all material, including images.
 - **An example of previously successful posters can be found [here](#).**

* The name of the author and the school should neither be mentioned in the poster nor in the abstract for anonymity purposes.

2. Judging procedure:

The judging process will consist of the following three rounds:

- a) First Round (**November 2015**): The entries will be judged upon two pre-requirements: **research** and **relevance**. Those papers that are not relevant to the commercial communications field or that do not include all sections expected in a research paper (objectives, methodology and application), will be disqualified.
- b) Second Round (**December 2015**): the content of the papers selected in the first round will be assessed and evaluated according to the following criteria:
 - Strong objectives
 - Clearly developed methodology
 - Results fitting to the proposed objectives
 - Conclusions based on the objectives (either an action plan or suggestions for further research)

*All four criteria together will amount to 10 points.
- b) Third Round (**January 2016**): the papers that move to the final round will be judged on their **novelty**. If the paper offers a new and original insight, it will be awarded with bonus points – they will receive either 1 point (if it is not novel) or 10 points (if it is a new and original idea). The mentioned final round will be judged by edcom member academics and an industry expert, who will select the Bachelor and Master winners.

Prize:

- **All finalists and winners** will receive an edcom Certificate, publication of their thesis summary on the edcom website and the possibility to be published in a European advertising journal or magazine.
- **The winners** will be awarded free participation, travel and accommodation for the EACA International Advertising Summer School for Students and Professionals which will take place in **July 2016**.