



centro adscrito a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# MASTER'S THESIS TEACHING GUIDE 2024-25

## GENERAL DETAILS

<b>Course Title:</b>	Master's Thesis
<b>Code:</b>	801440
<b>Academic year:</b>	2024-2025
<b>Degree title:</b>	Master's Degree in Marketing Technologies
<b>Number of credits (ECTS):</b>	15
<b>Place in the scheme of studies:</b>	2 <sup>nd</sup> Semester
<b>Date of last revision:</b>	July 2024
<b>Professor Responsible:</b>	PhD. Pablo Rial González Prof. Milena Perozo Gutiérrez

## 1. GENERAL DESCRIPTION

The purpose of the Master's Degree in Marketing Technologies is to train students and strengthen their competencies in marketing and communication management by incorporating the potential provided by new technologies. Therefore, the Master's Final is defined as one of the most important courses in the degree, as it serves as the synthesis and demonstration of the acquisition of all the competencies of the Master's program.

According to the Master's Thesis Regulations, it can be carried out by teams of up to three students, supervised by a professor with a doctorate, and must be presented and defended before an academic panel. It is defined as an original work of optimal quality that integrates all the knowledge of the Master's program in a cross-disciplinary manner. The student can choose from the following modalities:

- Marketing Plan or Communication Plan;
- Project for the implementation of a particular technology in any marketing process;  
or
- Research work.

Once the students have chosen the type of Master's Thesis to develop, they must progressively acquire a series of competencies useful for their professional future: planning, analytical, logical processing, problem-solving and decision-making, interpretative, communicative, and evaluative competencies.

Therefore, it is essential that the student understands the differences between the types of work and chooses the one that aligns with their interests or motivations. Additionally, they must choose the topic or issue, select the population, define the context, and determine the methodological orientation, among other key processes of the Master's Thesis.

## 2. OBJECTIVES

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- Obtain a comprehensive understanding of knowledge in marketing, communication, and technology, and improve problem-solving skills in new or changing environments within multidisciplinary contexts.
- Integrate acquired knowledge to understand and deepen planning, leadership, implementation, and evaluation of marketing or communication plans, as well as implementation projects.
- Explore and gain a comprehensive understanding of communication techniques and tools based on the problem and/or communicative opportunity that needs to be addressed within the organizational context.
- Develop a marketing and technology implementation project that is relevant in the field of marketing and communication, providing solutions and conclusions derived from knowledge, reflection, and analysis.

## 3. CONTENTS

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### Learning Outcomes

- Apply a correct sequence in the development of a marketing plan and/or communication plan, marketing implementation project, or research work.
- Develop a marketing plan and/or communication plan, marketing implementation project, or research work.
- Properly apply secondary/primary research techniques and, if applicable, qualitative/quantitative methods.
- Formulate objectives correctly.
- Diagnose the environment to identify opportunities and threats.
- Design sustainable competitive advantages.
- Manage information and data as key elements for decision-making.
- Make tactical-level decisions.
- Apply critical thinking to the presented marketing situation.
- Manage information appropriately and in a way that is applicable to each project.

### Content

#### MARKETING PLAN / COMMUNICATION PLAN

Summary

Table of Contents

1. Introduction
2. Situation Analysis (External and Internal)
3. Situation Diagnosis
4. Marketing / Communication Objectives
5. Marketing / Communication Strategies
6. Action Plans
7. Sales, Budget, and Feasibility
8. Monitoring and Control of the Marketing / Communication Plan

Conclusions

Limitations, Contributions, and Future Research Lines

Bibliography

Appendices

## **MARKETING IMPLEMENTATION PROJECT**

Summary

Table of Contents

1. Introduction
2. Theoretical Framework
3. Situation Analysis
4. Methodology
5. Project Implementation
6. Results

Conclusions

Limitations and/or Contributions

Bibliography

Appendices

## **RESEARCH WORK**

1. Introduction
2. Justification
3. Objectives (Primary and Secondary or Specific)
4. Theoretical Framework
5. Methodology
6. Results

Conclusions

Limitations, Contributions, and Future Research Lines

Bibliography

Appendices

## 4. TEACHING AND LEARNING METHODOLOGY

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The Master's Thesis course is conducted through a lecture session where the course coordinator explains the methodology for developing the Master's Thesis, the selection of the Master's Thesis type, the formation of teams, and the themes. This expository methodology is combined with participatory tutoring sessions with the tutor assigned by the Master's Academic Committee for Master's Thesis supervision. The tutor will oversee and verify the correct approach and development of the project, addressing doubts and questions, correcting progress, and providing timely feedback.

## 5. EVALUATION

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The course evaluation will consist of the following components:

- Attendance at activities, accounting for 5% of the grade. Individual assessment.
- Compliance, attitude, and content of submissions prior to tutoring sessions, accounting for 15% of the grade. Individual assessment.
- Quality of the final document, accounting for 50% of the grade. Group assessment.
- Presentation and defense before the panel, accounting for 30% of the grade. Individual assessment.

To be eligible for the presentation and defense, approval and authorization from the supervising professor are required. Deadlines will be available in the virtual classroom.

Activity Type	Description	% Evaluation	
<b>Deliverables:</b>			100%
Formation of teams	Not evaluable	0%	
Proposal for the Final Master's Project	Not evaluable	0%	
Delivery 1:	Situation Analysis and Diagnosis / Objectives and Methodology	2%	
Delivery 2:	Objectives and Strategic Decisions / Theoretical Framework	2%	

Delivery 3:	Action Plans, Communication / Analysis and Results	2%	
Delivery 4:	Budget, and Feasibility / Analysis and Results	2%	
Delivery 5:	Monitoring and control / Conclusions	2%	
Delivery 6:	Submission of First Draft	5%	
Final Delivery	Final Delivery	50%	
Presentation and Defense	Presentation and Defense	30%	
Attendance and Attitude in Tutoring Sessions	Attendance and Attitude in Tutoring Sessions	5%	

## 6. BIBLIOGRAPHY

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### 6.1. BASIC BIBLIOGRAPHY

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### 6.2. SUPPLEMENTARY BIBLIOGRAPHY

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