# Thesis Competition 2016-2017: Call For Entries

**The European Institute for Commercial Communications Education (edcom) is hosting its Fourth 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 from edcom member schools. Please find below an overview of how the competition works:

## 1. Launch of competition

**19 September 2016** – Launch edcom Thesis Competition

- edcom students can contact their designated edcom coordinator to express their interest to take part in the competition. A full list of edcom members and their designated coordinators can be found here.
- Each edcom member is eligible to select one finalist in the Bachelor and one in the Master category. The edcom coordinator selects the best BA and/or MA thesis and informs the edcom Secretariat of their nomination.
- Please note that the thesis itself doesn't have to be written in English for students to compete. Only the abstract and the poster should be submitted in English.

## 2. Submit abstract

**26 October 2016** – Deadline to submit abstract

- Selected finalists should send an essay-style abstract of the thesis in English to inspire@eaca.eu by 26 October 2016
- The essay-style abstract should contain no more than 500 words and focus 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. The name of the author and the school should not be mentioned in the abstract for anonymity purposes.

## 3. Judging process

**Round one**

- The research Committee judges all entries upon two pre-requirements: research and relevance
- Papers that aren't relevant to the commercial communications industry or that don't include all required elements (hypothesis, research questions, methodology, main findings and suggestions for future research) will be disqualified.
- **15 November 2016** – Announcement finalists first round of judging

**European Institute for Commercial Communications Education (edcom)** c/o EACA
152 Boulevard Brand Whitlock, 1200 Brussels, Belgium
T: +32 2 7400716

**Round two**

- Candidates passing on to the second round will have to submit **a poster** of their thesis by **14 December 2016**. This poster will summarise the main themes, evidence and findings. The poster should include the following:

  - A1 (594 x 841 mm) PDF format, "landscape" orientation.
  - 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 not be mentioned in the poster for anonymity purposes.

- In the second round, the abstract and the poster will be evaluated according to the following criteria:

  - Strong objectives (10%)
  - Clearly developed methodology (20%)
  - Results fitting to the proposed objectives (30%)
  - Conclusions based on the objectives and suggestions for further research (20%)
  - Consistency & coherence (20%)

  Each thesis will be given a score out of 100% and ranked against the other entries. The Research Committee will agree on which entries will proceed to the final round.

- **23 January 2017** – Announcement finalists second round of judging

**Round three**

- The final entries will be judged on two criteria: **novelty** (does the thesis offer a new and original insight) and **scale** (what is the magnitude of the achievement).

- **30 January 2017** – Announcement winners edcom Thesis Competition

## 4. 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 from **3 to 7 July 2017**.