



MASTER STUDIES PROGRAM STRATEGIC MARKETING

GUIDELINES FOR THE DRAFTING AND THE PRESENTATION OF THE DISSERTATION PROJECT

The dissertation paper is a synthetic work of an applicative nature, the role of which is to demonstrate the general and specific competences acquired by the graduates of the “STRATEGIC MARKETING” master studies program.

Through its content, the dissertation paper shall demonstrate the master student’s scientific knowledge of the topic approached in it, and comprise, besides the state-of-the-art in the respective field, chapters of advanced original scientific research on the topic, as well as concrete ways in which these are validated scientifically.

The topic of the dissertation is chosen by the scientific coordinator together with the master student and shall be correlated with the academic education program and with the coordinator’s field of expertise.

The scientific coordinator can be any of the academics who teach in the respective master program.

The length of the dissertation paper: 40 - 45 pages (without annexes and bibliography).

The scientific coordinator shall decide on that structure of the paper that (s) he sees fit and relevant for the approached topic.

Presentation form:

- The covers of the dissertation paper shall be according to the annexed model;
- The dissertation paper shall be submitted at the school secretarial office, according to the deadline and accompanied by the scientific report of the coordinator;
- **The dissertation paper submitted in written form shall be accompanied by a CD containing its**



electronic form, the content of which shall be checked upon the submission of the paper by the members of the dissertation committee;

- The CD shall accompany the printed paper, attached on the inside cover, in an envelope. The author's surname, first name and academic year shall be written with a marker on the CD;

Desktop-publishing (DTP) norms:

- The paper format is A4, with 2.5 cm left margin and 1.5 cm top, right and bottom margins;
- The font used shall be Times New Roman, 12 points, 1.5 line spacing;
- The font used for footnotes and/or references shall be Times New Roman, 10 points, 1 line spacing;
- The font used for tables, figures and charts shall be Times New Roman, 11 points, 1 line spacing;
- The paper shall be written in Romanian, **necessarily with diacritics**, with page numbers at the bottom of the page and on the right;
- The contents of the paper shall have page numbers and be introduced at the beginning of the dissertation paper;
- Chapters will be numbered I, II and so on, and sub-chapters 1.1., (1.1.1., 1.1.2. and so on), 1.2. (1.2.1., 1.2.2. and so on) for Chapter I and, respectively: 2.1. (2.1.1., 2.1.2. and so on), 2.2. (2.2.1., 2.2.2. and so on) for Chapter II etc.;
- The annexes (numbered and named) and the bibliography shall be placed at the end of the paper (according to the proposed structure).
- The bibliography shall contain a **minimum of 15 specialized papers from the national and international literature and will be ordered according to the surname of the first author**. The author's surname, the initial of the first name, the title of the paper, the publishing house and the release year shall be mentioned. The bibliography shall necessarily contain web references, through the complete address of the web page.
- For footnotes and resources cited inside the paper, the author's surname, the initial of the first name, the title of the paper, the publishing house, the release year and the page/pages of the respective quote or reference shall be provided;
- Tables, figures and charts are mandatory, and they are named and numbered separately. If these do not belong to the author, the source needs to be mentioned in the form indicated above.

Public defense of the dissertation paper:

- The dissertation paper shall be publicly defended in open session before the dissertation



committee (the specialized scientific committee proposed by the specialization department, approved by the School Council and validated by the Senate of the Romanian-American University);

- The presentation of the paper before the dissertation committee will be performed in Romanian, using the Power Point Office facilities;
- Length of presentation: 5 – 7 minutes;
- The multimedia electronic means (computer, laptop, video projector) are part of the technical endowment of the school.

The day they defend the paper master students need to bring only the Power-Point presentation saved on a magnetic data storage device.



Annex 1 – COVER OF THE DISSERTATION PAPER

**ROMANIAN-AMERICAN UNIVERSITY
SCHOOL OF MANAGEMENT-MARKETING**

**MASTER STUDIES PROGRAM:
STRATEGIC MARKETING**



DISSERTATION PAPER

Scientific Coordinator:

Academic title, surname, first name

Graduate:

Surname, the initial of the father's first name, first name

Bucharest



Annex 2 – COVER OF THE DISSERTATION PAPER

**ROMANIAN-AMERICAN UNIVERSITY
SCHOOL OF MANAGEMENT-MARKETING**

**MASTER STUDIES PROGRAM:
STRATEGIC MARKETING**



TITLE OF THE DISSERTATION PAPER / TOPIC

Scientific Coordinator:

Academic title, surname, first name

Graduate:

Surname, the initial of the father's first name, first name

Bucharest



FORM – WRITTEN REQUEST FOR THE DISSERTATION TOPIC

APPROVAL - Scientific Coordinator

ADVISED – Head of department

APPROVED – Dean

Dear Mr. / Mrs. Dean,

The undersigned _____, master student of the Romanian-American University, School of Management-Marketing, *academic master studies program*: _____, year: _____, group _____, would kindly like to ask you to endorse my chosen *topic for the dissertation project* _____, elaborated under the scientific supervision of _____.

Signature,

Date _____

To Mr. Dean of the School of _____