



## Notes on Academic Writing

Chair of Marketing  
(Last update January 2023)

### 1. Format

- **Font style** Times New Roman, font size 12pt for body text, 13-14pt for headings  
(Exception: tables and footnotes may be written in font size 10pt)
- **Margins** Top, bottom, left, and right: 2.5 cm each
- **Layout** Full justification, line spacing 1 ½ (Exception: tables and footnotes may be written with single line spacing)  
Only print on one side of the paper
- **Page numbers** Arab page numbering starts with the main body of the text. Lists of contents, tables, figures, symbols, and bibliography as well as appendices are numbered with Roman numerals. Figures and tables are also to be numbered sequentially.
- **Format of delivery** Bachelor and seminar theses: Turn in two copies that are bound using a "[Heftstreifen](#)" (no hard or soft cover). Also, for empirical theses, upload the thesis, all code, and the data to the respective ILIAS course.  
  
Master theses: Turn in two copies in **bound and digital** form at the examination office. For empirical theses, include all code and data on an appropriate medium (CD/DVD/USB-Drive/...). Please refer to the examination office for the most up to date formal regulations.

Important figures and tables should not be moved to the appendix merely because of space constraints. Only supplementary information that is not necessary for understanding the text may be part of the appendix. An illustration or table that clarifies important parts of the text should therefore be inserted at the corresponding text passage.

## 2. Content-related structure of the thesis

**Order** of the sections of a thesis (\*optional):

- **Cover page**
- **Table of contents** (We recommend that you follow the structures of publications in renowned journals)
- List of tables, abbreviations, and figures\*
- List of symbols\*
- **Main Text**
- **Bibliography**
- Appendices\*
- **Formal declaration** (content of the declaration can be found in the general provisions of the respective exam regulations; M.Sc.: §17 (4), B.Sc.: §19 (4))

## 3. Length requirements

The main text (as defined above) of a thesis is usually subject to the following manuscript length restrictions, unless explicitly stated otherwise:

- Seminar thesis: 12 pages
- B.Sc.-thesis: 12 pages
- M.Sc.-thesis: 30 pages

## 4. Language

- **Grammatical, spelling, and punctuation mistakes** will hurt your grade
- Strive for **objectivity and simplicity**. An academic paper is not an essay. Your language should be simple, clear, and precise. Avoid the use of unnecessary foreign words.
- Avoid **abbreviations**. You can use common abbreviations (“e.g.”, “i.e.”, “etc.”, ...) without additional explanation.

## 5. Use of sources and references

It is less relevant, which of the numerous citation styles you use. However, it is more important that you apply the citation style of your choice in an accurate, unambiguous, complete, and consistent way. Hence, you should view the following notes as recommendations. **Further, we recommend to follow the citation styles used in renowned journals.** However, while most journals do not cite with page number, we require you to use **page numbers** when giving a citation.

### 5.1. Indication of sources in the text

For example, citations in the text can have the following structure: *Author(s) year of publication, page(s)*.

- **Example:**  
As an important source of electronic word-of-mouth, customer reviews have been shown to have substantial influence on product sales (*Chevalier and Mayzlin 2006, p. 350*).

or:

Chevalier and Mayzlin (2006, p. 350) show that, as an important source of electronic word-of-mouth, customer reviews have substantial influence on product sales.

## 5.2. Quotes

- **Direct quotes** should be avoided. You should only use them if an author uses language that is perfect for your purpose. Otherwise, you easily create the impression that you are merely putting sources without adding anything.
- Indicate exact, verbal quotes by **quotation marks**.
- Quotes must be reproduced in their **original wording**. Possible changes are indicated by dots ([...]).

## 5.3. Bibliography at the end of a thesis

List your sources and references in **alphabetical order** of the authors' names. Make sure that your bibliography is **complete**:

- Each source that the text refers to needs to appear in the bibliography. (But not more – do not list sources that you have read but that you have not directly used in the text.)
- References to the literature must contain all information that the reader needs to be able to find the source without problems. Here again we recommend that you stick to formats used in renowned journals.

Faculty of Economics and Social Sciences  
of the University of Tuebingen

Seminar thesis / Bachelor thesis / Master thesis

**“Title of the thesis: Example title page“**

(“Focus“)

*„Title of the seminar“*

Prof. Dr. Dominik Papies with M.Sc. *“Supervisor“*

Winter term 2022/23

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7<sup>th</sup> semester  
Matriculation Number: 1234567

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Wirtschafts- und Sozialwissenschaftliche Fakultät  
der Universität Tübingen

Seminararbeit / Bachelorarbeit / Masterarbeit

**„Seminararbeitsthema: Beispiel eines Titelblatts“**

(„Schwerpunkt“)

„*Seminartitel*“

Prof. Dr. Dominik Papies mit M.Sc. „*Betreuer(in)*“

Wintersemester 2022/23

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