

THE DISSERTATION

Function, Structure & Content

INTRODUCTION

- The following slides summarise the function, structure and content of the dissertation

FUNCTION

- The function of the dissertation is to assess students scholarly research skills, three of the most important ones being:
- **Analysis:** the ability to collect, categorise and evaluate information sources on the key factors related to your chosen topic
- **Synthesis:** the ability to identify the inter-relationships between the key factors and information sources
- **Thesis:** the ability to critically evaluate existing concepts and ideas and to generate new insights and knowledge

STRUCTURE

- The dissertation will be divided into six chapters, each of which plays a specific function and role in the scholarly research process

CONTENT

- The six chapters of the dissertation are:
 - Abstract
 - 1. Introduction
 - 2. Literature Review
 - 3. Methodology
 - 4. Findings
 - 5. Discussion
 - 6. Conclusion
 - Bibliography

CHAPTER ONE

Introduction

FUNCTION

- This chapter sets out the aim, objectives and hypothesis of the dissertation and is usually around 3-5 pages long

STRUCTURE

- It is divided into six sections:
 - 1.1 Introduction
 - 1.2 Background
 - 1.3 Topic
 - 1.4 Aim, Objectives & Hypothesis
 - 1.5 Summary of Methodology
 - 1.6 Summary of Chapters

CONTENT

- 1.1 Introduction
- We include a short summary of the chapter's function, structure and content

1.2 Background

- A page or two setting out the general area or field that you're focusing on, e.g. international marketing, consumer behaviour, ethics, advertising, retailing...etc.

1.3 Topic

- A page or two summarising the specific key question/s or problem/s you're focusing on, i.e. emerging markets, decision-making, marketing to children, viral advertising, service quality

1.4 Aim, Objectives & Hypothesis

- AIM - is the same as your title stated in terms of the question you're trying to answer, or problem you're trying to solve, or relationship between two or more things you're trying to understand, etc.

- **OBJECTIVES** – We split up your aim into 3-4 objectives, one for each element of your aim or one for each chapter of your dissertation
- **HYPOTHESIS** - is an educated guess about what answer, solution or relation you'll find and why
- **1.5 Methodology**
- A page summarising your method, sample and mode of analysis. We also summarise key findings and conclusions
- **1.6 Chapters**
- We write the introductions to each of your chapters into this section

CHAPTER TWO

Literature Review

FUNCTION

- This chapter will critically review the secondary research literature (i.e. scholarly journals and books) on your specific topic and is usually 15-20 pages long

STRUCTURE

- We divide the chapter into 4-5 main sections, in addition to the introduction at beginning

CONTENT

- Whatever topic is we, break it down (i.e. analyse) into 4-5 key concepts and issues

- After the introduction section, we begin with a general section summarising the key concepts and issues as a whole
- Ideally, in this general section we organise (i.e. synthesise) your 4-5 key concepts and issues into some form of integrated model (spider diagram, flow chart, sequential process, etc.)
- Then in each of the following 4-5 sections we look at each of the key concepts and issues in detail, ending the chapter with a conclusion section
- Note: the more we critically evaluate the secondary research findings related to your topic, the higher marks
- Most of the key concepts and issues covered in literature review will be the basis of your primary research

CHAPTER THREE

Methodology

FUNCTION

- This chapter will describe and justify the process we went through in collecting your primary research data and is usually around 5-10 pages long

STRUCTURE

- We divide chapter into five sections:
 - 3.1 Introduction
 - 3.2 Method(s)
 - 3.3 Sample
 - 3.4 Analysis
 - 3.5 Limitations

CONTENT

- 3.1 Introduction
- Include a short summary of chapter's function, structure and content

3.2 Method(s)

- } We describe and justify the method/s used, either quantitative or qualitative, or a mixture of both. What, when, where, how and why you used your method/s. We justify in relation to the methods used in past journal studies and research textbooks**

3.3 Sample

- } Likewise, we describe and justify the sampling method/s used, either random or non-random, again in relation to past journal studies and textbooks**

3.4 Analysis

- } Explanation of how we analysed your data, either manually or, ideally, by computer programme, e.g. SPSS, Excel**

3.5 Limitations

- } Evaluation of research in terms of how you could or should have ideally done it**

Findings

FUNCTION

- } This chapter presents the findings from the primary research and is typically around 5-10 pages long**

STRUCTURE

- } After the introduction the structure of the chapter should mirror the key concepts and issues covered in the literature review**

CONTENT

- } Depending on the method/s used, it will consist of either quantitative facts, figures and statistics or qualitative quotes and comments**

CHAPTER FIVE

Discussion

FUNCTION

- This chapter compares and contrasts the major similarities and differences between your primary research findings and past findings reviewed in your literature review, chapter two. It is usually around 3-5 pages long

STRUCTURE & CONTENT

- After the introduction section, the chapter shall mirror the structure of your findings literature review chapters. We do not include any new statistics or quotes in this chapter. Instead, remind reader of prior issues/findings and discuss why you think your findings were similar or different

CHAPTER SIX

Conclusion

FUNCTION

This chapter, around 3-5 pages long, like the introduction, provides the reader with a summary of the dissertation

STRUCTURE & CONTENT

After the introduction section the chapter begins with a summary of the overall aim and objectives of the dissertation as well as the hypothesis and an evaluation of whether the former were achieved and latter proved. It will then discuss the implications /recommendations of the overall findings for marketing management/ strategy before looking at the limitations of the dissertation as a whole, followed by suggestions for future areas of research

ABSTRACT

FUNCTION

- } The abstract provides the reader with a synopsis of the dissertation as a whole and comes before chapter 1

STRUCTURE

- } The one page abstract (single-spaced) is divided into three main paragraphs

CONTENT

- } **1st Paragraph**
Summarise chapters 1 & 2 (introduction and literature review)
- } **2nd Paragraph**
Summarise chapters 3 & 4 (methodology and findings)
- } **3rd Paragraph**
Summarise chapters 5 & 6 (discussion and conclusion)

BIBLIOGRAPHY

FUNCTION

- } The bibliography gives the reader the full references of all the information sources cited in the written text of the dissertation

STRUCTURE

- } The references will be in alphabetical order and set out using the Correct Referencing System. We include in the bibliography references cited in the dissertation and, likewise, only include in your written text references cited in your bibliography

CONTENT

- } Your bibliography will mainly consist of academic journal articles and scholarly research books