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:
  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
• 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.
CHAPTER TWO

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
- 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

1.6 Chapters
- We write the introductions to each of your chapters into this section

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

} 1\textsuperscript{st} Paragraph
Summarise chapters 1 & 2 (introduction and literature review)

} 2\textsuperscript{nd} Paragraph
Summarise chapters 3 & 4 (methodology and findings)

} 3\textsuperscript{rd} 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 CorrectReferencing 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