**Assignment and Preparation of a Bachelor’s Thesis (BT)**

**(Guideline of the UCC Vice-Rector for Academic Affairs)**

**1) The final thesis and its defence in combination with a bachelor's final state exam complete the bachelor's level of higher education.** The bachelor's thesis is the first more comprehensive written work through which students demonstrate theoretical orientation in their study specialisation, the ability to apply acquired knowledge to selected issues and potentially to suggest possible means of resolving some researched topics. In artistic specialisations, the theoretical part of the bachelor’s thesis focuses on the analysis and critical assessment of a researched phenomenon, while the practical part of the thesis presents the student’s proposals for the researched and assessed phenomenon.

**2) The final thesis usually consists of two parts – a theoretical (specialised) part  
and a practical (creative) part.** The practical part logically builds on the theoretical part. In some cases, it is possible to work on purely theoretical or historical topics, for which a practical part is not justifiable. It is also possible, for example when dealing with literary topics, that the connection of the two parts of the thesis will be relatively loose. Just how closely the two parts are connected shall be assessed by the supervisor during consultations.

The topics of final theses are listed by the relevant department (studio). Topics are published no later than May of the previous academic year. Students may also propose their own topics; however, the opinion of the department (studio) shall be decisive. **The students themselves choose their thesis supervisor, while the thesis opponent is assigned by the relevant department.** Students may propose a possible supervisor from outside the UCC teaching staff; such a proposal shall be approved by the signature of the head of the department (studio) in the THESIS ASSIGNMENT form. Students may discuss both the theoretical and practical part of their thesis with any experienced professionals or other UCC teachers.

**3) Types of theses**

The final thesis may be *theoretical or historical*, and may present a *critical analysis* of a certain phenomenon of practical marketing communication. It can be *artistic* (such as an original literary creation, a screenplay or an artistic translation), *journalistic* (e.g. a collection of feuilletons, news reports, etc.), or *editorial processing of a text* (for example, compilation of an anthology) – in such a case, the specialised part may be an editorial note or an afterword.

From the range of artistic specialisations, it is possible to choose from the fields of *authorial*, *client* or *digital projects* (GMD + FA), to focus on a selected *photographic genre* (FA), to produce a short *animated film*, *video clip* or *jingle*, or to focus on *image post-production* (AVE). *Projects in the non-profit sector* (GMD + FA + AVE) are also welcome.

**4) Selecting a topic and preparing a thesis assignment form**

Students choose a topic from an approved list (or choose a topic of their own) and submit a **THESIS ASSIGNMENT** form (available from the UCC website) to the relevant department to request its assignment. Students must submit a complete and approved THESIS ASSIGNMENT, including all signatures and additions, to the study department by the deadline established in the calendar of the relevant academic year at the latest – otherwise the student will not be allowed to submit a final thesis in that academic year.

A THESIS ASSIGNMENT prepared by a student must be based on knowledge of the subject matter, be sufficiently detailed and convincing, and methodologically mastered, so that the relevant department has a clear idea of the objectives of the thesis and the methods of preparation. When preparing a THESIS ASSIGNMENT, students shall concisely express their ideas on the chosen topic using the following compulsory components (each with at least 5-10 lines of text):

1. *Theoretical starting points.*
2. *Objective of the thesis.*
3. *Method of researching the topic.*
4. *Considered results of the thesis.*
5. *Evaluation of the contribution of the thesis and possible recommendations for practical work.*
6. *Fundamental specialist sources of information – books, magazines, websites.*
7. *Basic concept of the content structure of the theoretical (specialised) part.*
8. *Basic concept of the content structure of the practical (creative) part.*

* **Theoretical starting points:** Students briefly characterise the main driving forces that are decisive for assessing the issue – such as socio-economic contexts of marketing communication, media structure and its change over time, new programmes that facilitate the work of graphic artists, etc. The students then further characterise the basic resources which are to be used, and investigate developments in the field, specifying the main relevant facts that are decisive for an overall perspective of the researched phenomenon.
* **Objective of the thesis:** The students define the main potential results of their efforts. They clearly state what they intend to achieve, and why they have formulated the objective in this manner.
* **Method of researching the topic:** The students characterise the main cognitive tools and the main analytical scientific methods that they intend to use in the thesis, including any specific cognitive tools.
* **Considered results of the thesis:** The students attempt to predict the main results of their research, but of course only in rough, general terms.
* **Evaluation of the contribution of the thesis and possible recommendations for practical work:** The students attempt to formulate an opinion on the new findings that the work intends to provide, and how these findings can enrich the knowledge of the researched topic. At the same time, they also indicate what recommendations for practical marketing communication could result from the work.
* **Fundamental specialist sources of information:** The students must present at least 3 basic book titles (at least 3 major journal studies), including links to electronic sources of information that will form the knowledge base for the final thesis. They may also specify some other possible sources of knowledge – such as in-depth interviews with experts, content analysis of texts, an experiment in a sales environment, etc.

**5) Changes to a final thesis assignment (permitted no later than 5 months before the deadline for submission):**

Potential modifications and changes to the assignment are only possible by way of a written amendment with the consent of the supervisor and the head of the relevant department (studio). If a student finds it necessary to change the original assignment (change of supervisor, topic and name of the final thesis), they must ask the head of the department (studio) in writing for a change to the assignment by filling in the **REQUEST FOR A CHANGE TO THE FINAL THESIS** form (available on the UCC website). The student shall then submit a new (modified) THESIS ASSIGNMENT form.

**6) Formal requirements of a final thesis:**

* Bachelor’s theses shall be submitted in Czech or Slovak.
* Line spacing 1.5, left margin setting 3.5 cm, right margin 2 cm, top and bottom 2.5 cm, text orientation portrait, format A4, font Times New Roman. Font size 12, chapter titles size 14, footnotes size 10.
* **The recommended** **length of a bachelor’s thesis is 40 standard pages** (72,000 characters including spaces) of the student’s own specialised text. The number of characters includes all text from the introduction to the bibliography, including footnotes. For some types and genres of the final theses (e.g. collections of poems or screenplays), the thesis supervisor may set a different scope in the THESIS ASSIGNMENT.
* Final theses, which also include a practical part in the form of video, audio-visual or audit communication, must contain a bound theoretical part with at least 35,000 characters, including spaces.

**7) Assessment of the final thesis:**

* The thesis supervisor will draw up a written evaluation of the level of the submitted final thesis (in the form Thesis Supervisor’s Opinion). The thesis shall also be assessed by an opponent from the internal staff of the UCC or from an expert in practical marketing communication, who in their assessment shall formulate 2 additional questions that will be part of the defence of the final thesis (in the Opponent's Assessment of the Final Thesis form). A starting point of both assessments is a proposal for the classification of the thesis and a clearly expressed opinion as to whether or not the thesis is recommended for defence. Assessments are submitted via the UCC electronic information system. The supervisor's opinion shall also contain a statement on the result of an anti-plagiarism investigation.
* The supervisor’s assessment and the opponent’s assessment must be made available to the student at the UCC study department (and in the UIS) at least 5 working days before the defence of the final thesis.
* Final theses are archived in the UCC library and in electronic form in the UIS.

**8) Submitting the final thesis:**

The final thesis must be submitted to the study department no later than by the deadline established in the calendar of the relevant academic year – students who fail to do so will not be allowed to defend their final thesis in the particular academic year. **Students shall submit 1 hardback copy, 2 comb (ring) bound copies and one electronic copy on CD (DVD) or USB disk, including all annexes; for theses in artistic specialisations, the submission must include all other creations** which form part of the final thesis.

Mgr. Lukáš Novák

UCC Vice-Rector for Academic Affairs