



Credos Master's Thesis Award

Guidelines

Introduction

Credos aims to be the intellectual authority of the advertising industry, by 'understanding advertising': its role, how it works, how it is perceived and its value to UK society and the economy. The aim of the Credos Master's Thesis Award is to recognise and reward students carrying out new research which helps to further Credos' aims. Credos offers an annual award for the best thesis by a student undertaking a master's degree at a UK university.

Eligibility

The award is open to any postgraduate student who is currently completing a thesis related to advertising. This must be at least 10,000 words in length and completed by October 2011. It must be research-based and include an element of primary research (either qualitative or quantitative).

Assessment Criteria

- The project is in line with Credos' aims
- A relevant and well-defined research question is clearly articulated
- The argument is original, convincing and coherently presented
- Alternative arguments are engaged with and critically analysed
- Appropriate data are selected and sufficient effort is applied in obtaining it
- Clear understanding of methodological choices and selection of most appropriate for the question
- In-depth knowledge of relevant literature, issues and debates is demonstrated
- A high level of awareness of the wider implications of the research for the advertising industry is shown
- The thesis answers the original question and identifies further areas of study
- The overall piece is well-written and grammatically correct, with clear and careful presentation

Submission

Each submission must include the following:

- An electronic copy
- A paper copy
- The thesis requirements or guidance documents published by the university

Review Process

Each thesis will be judged by the Credos team according to our assessment criteria. Following this initial review, candidates will be shortlisted and required to attend a viva at the Credos offices in London. Attendance at the viva is a mandatory part of the review process.

The viva gives Credos the opportunity to explore the thesis more comprehensively, to highlight particularly interesting points from the research, and to discuss how the student might extend the project further.

The viva will last approximately 30 minutes. Candidates are asked to answer a range of questions based around:

- Their choice of thesis topic
- How the research was conducted
- How their research helps further Credos' aims
- Any recommended further study based on their findings

Theses submitted to Credos will be treated with the strictest of confidence. The information contained within the applications and discussed in the viva will only be used for the purpose of evaluation of the dissertation and the selection of award winner. As part of the application process, students are required to agree in writing that their theses may be filed in the Credos archive after submission.

Prize

The winner will receive:

- £1000 cash prize
- Publication of their thesis on the Credos website
- Potentially an opportunity to embark on further research in partnership with Credos

If you are interested in submitting a piece of work for the Credos Master's Thesis Award, please register your interest by sending an email to Josh McBain at Credos (josh.mcbaain@credos.org.uk) stating your proposed thesis title, your university course, and the university deadline for submission, by **Tuesday 16th August 2011**.