**Thesis Title**

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| Click or tap here to enter text. |

**Abstract**(Max. 200 words)

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**Date Thesis Awarded**(must be between 01 January 2023 and 31 December 2024) *A student may not yet have graduated but the thesis has formally been passed by the University.*

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**Thesis Examiners**

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**Awarding Institution**

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**Applicant Details**

*Note, The applicant and/or their supervisor must be a member of the Academy of Marketing at the time of submitting the application.*

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| **Department** | Click or tap here to enter text. |
| **Institution** | Click or tap here to enter text. |
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**Supervisor Details**

**Enter the names of your Supervisor(s) here**. Please provide the following information for each person: Name, Institution, AM Membership Number.

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**Publications**

**Include all publications from your thesis including conference papers.** (APA reference style as per *Journal of Marketing Management*).

Click or tap here to enter text.

**Submission**

Submit completed proposal forms by noon (GMT) on **1 May 2025** via email to the AM Admin office at [admin@academyofmarketing.org](mailto:admin@academyofmarketing.org)

Put **Thesis Award Application** in the subject line of the email.

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***Please note, applicants must not include identifying information******in the rest of this form.***

**Please provide a single-spaced document of 20 pages (maximum) text in 12pt Times New Roman, giving an overview of your thesis that addresses the following five criteria:**

1. Potential theoretical contribution to the field of Marketing
2. Potential Contribution to Society
3. Potential Contribution to the practice of marketing
4. Methodological rigour
5. Clarity of expression / cogency

*References are not counted in the 20 page limit but should be included as an Appendix (max 5 pages).*

*---------------------------------------------------------------------------------------------------------------------------------*

**Title**

Click or tap here to enter text.

**References**

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