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Title

[In the case of theses with a German title, the title must also be given in English]

Bachelor’s Thesis / Master’s Thesis

Submitted on

Institute for Customer Insights

Digital Marketing Research Group

Professor:

Prof. Dr. Ann-Kristin Kupfer

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Title and Name

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by

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Abb.

Abbreviation.

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Figure 1 Overview XY

# Chapter

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# Affidavit

I truthfully affirm that I have written the thesis independently, that I have indicated all sources and aids used completely and accurately, and that I have marked everything that has been taken from the work of others unchanged or with modifications, and that I have observed the KIT Statues for Safeguarding Good Scientific Practice as amended from time to time.

 Place, the DDth Of MM 20XX \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# Appendix

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# References

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