

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

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Karlsruhe Institute of Technology (KIT)

Summer Semester/Winter Semester 20XY/XZ

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# List of abbreviations

Abb.

Abbreviation.

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# Introduction

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# Chapter

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# Chapter

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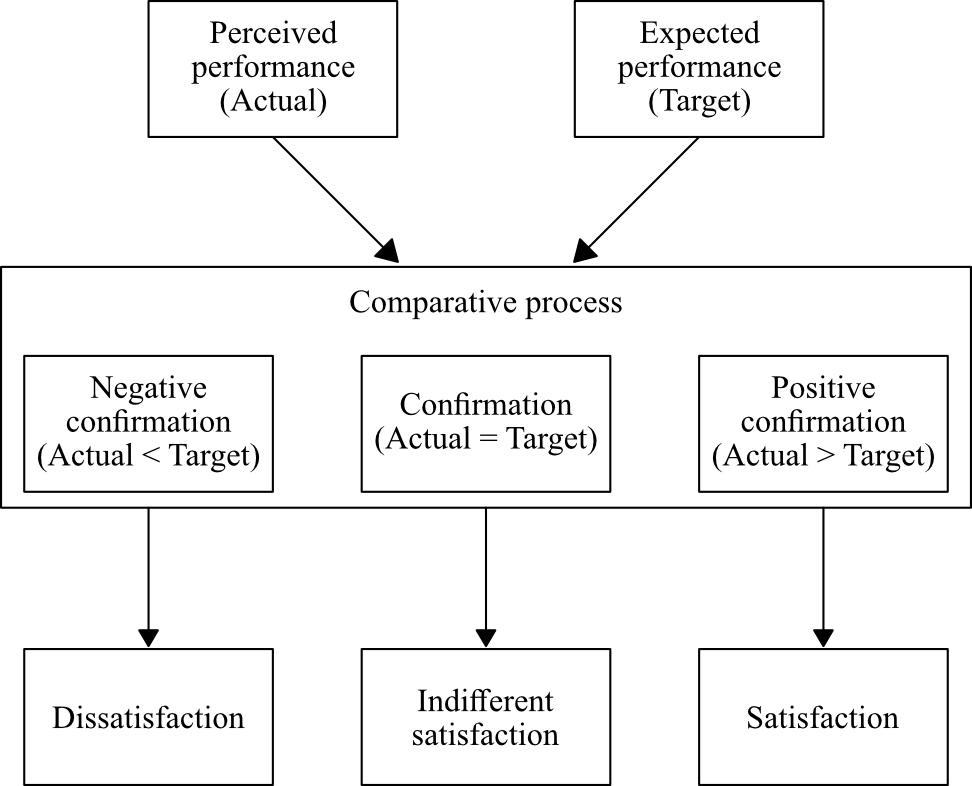


Figure 1 Overview XY

# 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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First Name Last Name

# Appendix

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# References

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