

## Title of the thesis

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

Bachelor Thesis / Master Thesis

submitted on

Institute for Customer Insights (CIN)  
Digital Marketing Research Group

Professor:  
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Supervisor:  
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Karlsruhe Institute of Technology (KIT)

Summer semester / Winter semester 20xx / xx

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# 1. Introduction

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## **2. Conceptual basics**

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### **2.1. Section 1**

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#### **2.1.1. Subsection 1**

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#### **2.1.2. Subsection 2**

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# 3. Methodological basics

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## 4. ...

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## 5. Summary and implications

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# 6. Latex tips

A figure is added below.

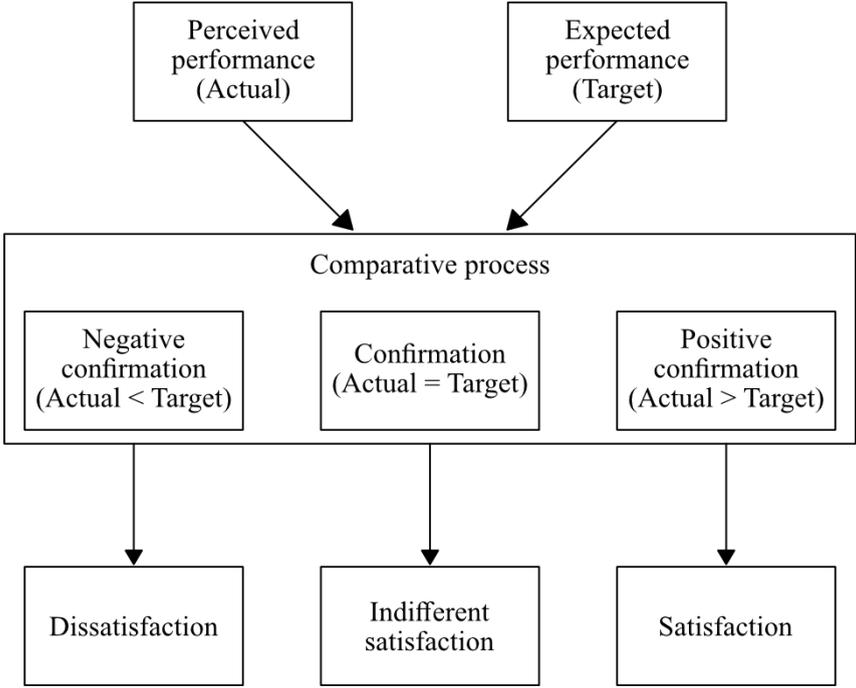


Figure 6.1.: Figure caption

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A	B	C	D
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...	...	...	...
...	...	...	...

Table 6.1.: Table caption

Next, a LaTeX formula is created.

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x}) \cdot (y_i - \bar{y})}{\sqrt{(\sum_{i=1}^n (x_i - \bar{x})^2) \cdot (\sum_{i=1}^n (y_i - \bar{y})^2)}}$$

Formulas can also be created the following way:

$$\ln L_k(\varphi) = \sum_{n=1}^N \sum_{s=1}^S (z_{ns} \ln f_s(y_n|\theta_s) + z_{ns} \ln \pi_s) \tag{1}$$

$$z_{ns} = \begin{cases} 1, & \text{if } \dots, \\ 0, & \text{else} \end{cases} \quad \forall n \in N, s \in S$$

Next, a list is created.

- **Fat:** This is some arbitrary text.
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This is a text quoting a source (vgl. Hennig-Thurau/Houston 2019; Hennig-Thurau et al. 2004).

# Appendix

## A. Title

# Bibliography

Hennig-Thurau, Thorsten, Gwinner, Kevin P, Walsh, Gianfranco, Gremler, Dwayne D (2004), Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?, *Journal of interactive marketing*, 18, 1, 38–52.

Hennig-Thurau, Thorsten, Houston, Mark B (2019), *Entertainment Science*, Springer Cham, 1 edition, Basel.

# Declaration

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 Statutes for Safeguarding Good Scientific Practice as amended from time to time.

[Place], March 24, 2025

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John Doe