

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

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Summer semester / Winter semester 20xx / xx

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Contents

List of Figures	III
List of Tables	IV
List of Abbreviations	IV
1. Introduction	1
2. Conceptual basics	2
2.1. Section 1	2
2.1.1. Subsection 1	2
2.1.2. Subsection 2	2
3. Methodological basics	3
4. ...	4
5. Summary and implications	5
6. Latex tips	6
Appendix	8
A. Title	8
Literaturverzeichnis	9
Declaration	10

List of Figures

6.1. Caption for the list of figures	6
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List of Tables

6.1. Caption for the list of tables	6
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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.

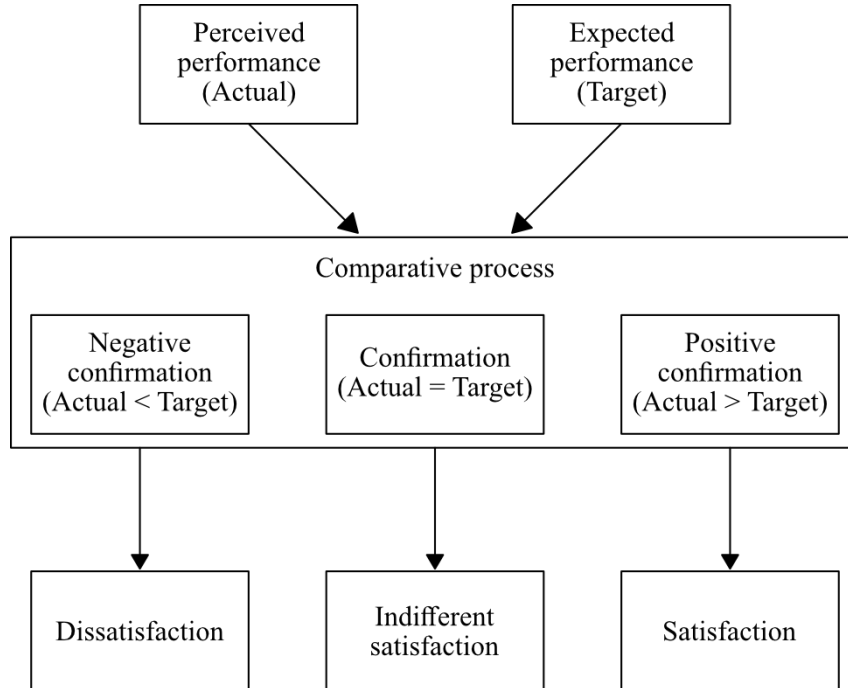


Figure 6.1.: Figure caption

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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:

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

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

Next, a list is created.

- **Fat:** This is some arbitrary text.
- **Fat:** This is some arbitrary text.

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

John Doe