



Assignment and processing of final thesis

Directive of the vice-rector for studies

Applicable to students who began their studies in or after

the 2024/2025 academic year

1) General Provisions

If required by the curriculum and the content of the accredited degree programme, the defense of the final thesis is also part of the bachelor's state final examination in that programme. Together with the State Final Exam (SFE), it thus completes the bachelor's degree. The bachelor's thesis is the first comprehensive written work in which the student demonstrates theoretical proficiency in their field of study, the ability to apply acquired knowledge to a selected issue, and, where appropriate, to propose possible solutions to certain topics under investigation.

2) Thesis Topic

Thesis topics are announced by the relevant department (studio) at the beginning of the academic year. Students may choose from an approved list of topics or propose their own topic; however, in the latter case, approval from the department is required.

3) Thesis Proposal:

The student submits a request for a thesis topic to the relevant department using the APPLICATION FOR APPROVAL – INDIVIDUAL TOPIC OF FT form for approval (available on the PSCC website). The student must submit the fully completed and approved THESIS ASSIGNMENT (including all signatures) to the study department no later than the deadline specified in the schedule for the relevant academic year – otherwise, the student will not be permitted to submit the thesis in the following academic year.

The THESIS PROPOSAL prepared by the student must be based on knowledge of the subject matter, be sufficiently detailed and substantiated, and methodologically sound, so that the relevant department has a clear idea of the thesis's objectives and research methods. When drafting the THESIS PROPOSAL, the student shall clearly articulate their vision of the chosen topic using the following mandatory elements (each comprising at least 5–10 lines of text):

- **Theoretical Framework:** The student briefly describes the main driving forces that are decisive for assessing the given issue – e.g., the socioeconomic context of marketing communication, the structure of the media and its evolution over time, etc. The student identifies the primary sources to be consulted and examines developments in the field – presenting the main relevant facts that are decisive for the overall understanding of the phenomenon under study.

- **Objective of the thesis:** The student defines the main potential outcome of their work. They clearly state what they intend to achieve and why they have formulated the objective in this way.
- **Methods for researching and interpreting the topic:** The student describes the main research tools and analytical methods they will use in their thesis, including any specific interpretive methods.
- **Expected results of the thesis:** The student shall attempt to predict the main results of their research, at least in broad, general terms.
- **Assessment of the thesis's contribution and potential recommendations for practice:** The student will attempt to articulate their view on what new insights the thesis aims to provide and how these insights can enrich our understanding of the topic under evaluation. At the same time, they will outline what practical recommendations might arise from the thesis.
- **Primary scholarly sources of information:** The student will list at least 3 primary book titles (or at least 3 significant journal articles), including references to electronic sources of information, which will form the knowledge base for their thesis. Alternatively, the student may identify other potential sources of knowledge – e.g., in-depth interviews with experts, content analysis of texts, experiments in a retail setting, etc.

4) Requirements for supervising final theses:

Students select their own thesis supervisor from among PSSC faculty members or from outside the school. However, the proposed advisor must be approved by the department chair, who must sign the THESIS ASSIGNMENT form. In addition, students may consult with a professional in the field or another VŠKK faculty member regarding both the theoretical and practical components of their thesis.

The thesis supervisor must be an academic staff member with a degree at least one level higher than the degree (type) of the study program within which the thesis is being supervised.

One advisor may supervise a maximum of 12 theses.

The thesis opponent is assigned by the relevant department.

5) Theoretical and Practical Parts of the Thesis

A thesis may be theoretical or historical in nature, or it may, for example, present a critical analysis of a specific phenomenon in the field of marketing communication. A thesis typically consists of two parts – the theoretical (academic) and the practical (applied, creative). The practical part logically follows the theoretical part. In some cases, it is possible to address purely theoretical or historical topics for which a practical part is not warranted. It is also



possible that the connection between the two parts of the thesis will be relatively loose. The supervisor assesses the degree of this connection during consultations.

6) Change of Thesis Topic or Thesis Advisor

Substantial changes to the thesis proposal are permitted only in the form of a written addendum approved by the thesis advisor and the head of the relevant department; see the form CHANGE OF BT TOPIC (available on the PSCC website). In the event of a change in topic, the student must also submit a new THESIS ASSIGNMENT. A change to the thesis assignment is possible no later than 5 months before its submission.

7) Formal requirements for the thesis

Theses must be written in English.

The text formatting requirements are as follows:

- 1.5 line spacing
- margins: 3.5 cm on the left, 2 cm on the right, 2.5 cm at the top and bottom
- portrait orientation, A4 format
- Times New Roman font, font size 12; chapter titles size 14; footnotes size 10

The recommended length of the bachelor's thesis is 40 standard pages (72,000 characters, including spaces) of original academic text. The character count includes all text from the preface to the bibliography, including footnotes.

Along with the thesis, students must also submit the appendix titled "AI Attachement," in which they are required to specify in detail the use of generative AI tools or similar technical tools. If a student uses AI in the thesis to an extent that must be declared, this must be mentioned in the methodology section, for example, with the following wording: "Technical means of artificial intelligence (AI) were used in the preparation of this thesis. A detailed description is provided in Appendix No. ..., AI Attachement."

8) Evaluation of the Thesis

The thesis supervisor provides a written assessment of the quality of the submitted thesis. The thesis is also evaluated by an external reviewer, who may be a member of the PSCC staff or an expert from the professional field; in their review, the reviewer formulates two supplementary questions that will be included in the thesis defense.

Both evaluations must include a proposed grade for the thesis and a clear statement as to whether the thesis is recommended for defense or not. The evaluations are entered into the PSCC University Information System (UIS) and submitted in printed form to the VŠKK Academic Affairs Office. The thesis supervisor's review also includes a statement regarding the results of the anti-plagiarism check conducted via the Theses system. VŠKK tolerates a similarity rate of up to 10%. Higher similarity rates must be carefully examined by the thesis advisor and commented on or justified in the thesis review.



The thesis advisor also evaluates the extent to which technical tools (primarily generative AI) were used in the preparation of the thesis; it is important to note that the undeclared use of AI-generated results, whether verbatim or slightly modified, constitutes plagiarism. In this case, the guiding document is the “PSCC Statement on the Use of AI in Teaching,” published in the publicly accessible section of the VŠKK website.

The thesis advisor’s evaluation and the external reviewer’s evaluation must be made available to the student at the VŠKK Academic Affairs Office and in the electronic information system at least 5 business days prior to the thesis defense.

Theses are archived in the PSCC University Information System and in the Theses system.

9) Submission of the Thesis

The thesis must be submitted via the PSCC UIS no later than the deadline specified in the schedule for the relevant academic year.

Each student is also required to submit one hardcopy of the thesis, either hardbound or ring-bound, to the PSCC Study department so that it, together with the printed reviews by the thesis advisor and the external reviewer, is available for inspection and during the thesis defense.

In Prague, on: June 25, 2026

PhDr. Lenka Šimková, Ph.D.

vice-rector for studies