

## **GUIDE FOR MASTER'S PROJECT/DISSERTATION PREPARATION**

### **1. Submission of Project or Dissertation**

- (i) Four<sup>(1)</sup> copies of the project/dissertation on paper, and two copies on CD ROM (The first CD should contain a pdf file with the complete text and also a Word file with the abstracts in Portuguese and in English. The second CD should only contain the body text in Word format, without indexes, without attachments and without bibliography, for further submission to SafeAssign). The CD's must be identified with the author's name and project/dissertation title, year's defense and job type (Master), written with non-erasable ink and inserted in a plastic bag<sup>(2)</sup>.
- (ii) Each copy of the project/dissertation needs to be delivered jointly with a student (Cv) curriculum (separated document).
- (iii) Complete and submit the: “Declaration of Honour” and “Request to the Rector” (last two pages of this guide) and the “License Agreement” (find at [https://repositorio.iscte-iul.pt/documentos/License\\_agreement\\_11\\_15.pdf](https://repositorio.iscte-iul.pt/documentos/License_agreement_11_15.pdf))

(1) You have to deliver a fifth paper copy if you have co-supervisor.

(2) The plastic bags should not come glued to paper copies.

**Note:** After the delivery of the project/dissertation, school services will check with the supervisor if the work is completed and able to be presented in a public examination.

### **2. Dissertation Format**

The project must be presented in the following order:

- (i) Cover with spine, first page (see examples attached).
- (ii) 2 abstracts, in Portuguese and English, with a maximum of 250 words each, with 4 keywords and 2 classifications of the JEL Classification System (optional in case of submission of a project). (<https://www.aeaweb.org/jel/guide/jel.php>)
- (iii) Index. This can include index of tables and figures and list of abbreviations/glossary. Acknowledgements, dedication and references to financing are to be made on a separate page prior to the indices.
- (iv) An executive summary in Portuguese with a maximum of 1000 words (It is not required when a dissertation or case study).
- (v) Main text not exceeding 75 pages other than in exceptional and justified cases.
- (vi) Bibliography.
- (vii) Annexes.

The printing of the dissertation should comply with the following general rules:

- A4 white paper, 80g. or recycled equivalent.
- White card cover with black print and adhesive binding. (other formats are not accepted)
- Pages of the text in black print on front and back of page, 1.5-line spacing and divided in sections with Arabic numeration.
- Foot notes to be used in moderation with 1-line spacing, font size 10.
- Font size: 12.
- Font: Times New Roman.
- Margins: minimum of 2.5 cm on the four sides.
- Page numbers from the Index to the Introduction: Romanic numerals, bottom right (external side).
- Header: it is recommended the inclusion of a (shortened) project title.
- Footer: not to be used except for page numbering, Arabic numerals, bottom right (external side); page numbers for Annexes should continue the main text numeration.

### **2.1 Cover, Spine and first page**

See annex with example.

Note: the “first page” is a sheet of 80g. with the same cover content

### **2.2 Equations**

Equations should be highlighted and numbered with Arabic numeration with a number in brackets on the right of the equation

### **2.3 References**

The presentation of references should be in accordance with the examples below:

“The biggest market segment is the ethical or prescription market (Mossialos, 1994)”

“Research by Mossialos (1994) has provided evidence that...”.

“...the chosen competitive position for the firm’s brand is achieved in the minds of target costumers (Dibb *et al.*, 2001; Kotler, 2000; Winer and Moore, 1989)”.

In the case of a direct quote:

“Nelson (1993: 45) refers that “...*regional distribution is good when compared with the Department of Health and Social Security...*””

“...people adopt the traditional view of “...*more reason in decision making*” (Damásio, 1999: 183)”

### **2.4 Bibliographic References**

The bibliography should have 1-line spacing, Font Times Roman, size 12 and comply with the following rules:

### **Order**

Alphabetize references by the last name of a sole author, a first author, or an editor, or by the name of a corporate author or periodical (such as the *Wall Street Journal*) if there is no human author or editor. Order works by an identical author by year of publication, listing the *earliest first*. If the years of publication are also the same, differentiate entries by adding small letters ("a," "b," etc.) after the years. Repeat the author's name for each entry.

### **Books**

Follow this form: Last names, initials (separated by a space). Year. **Title** (Boldface italic; capitalize *only the first letter* of the first word and of the first word after a long dash or colon.) City where published: Name of publisher.

Examples:

Granovetter, M. S. 1965. ***Getting a job: A study of contracts and careers***. Chicago: University of Chicago Press.

Kahn, R. L., & Boulding, E. (Eds.). 1964. ***Power and conflict in organizations***. Glencoe, IL: Free Press.

Katz, D., & Kahn, R. L. 1978. ***The social psychology of organizations*** (2nd ed.). New York: Wiley.

National Center for Education Statistics. 1992. ***Digest of education statistics***. Washington, DC: National Center for Education Statistics.

### **Periodicals**

Follow this form: Authors' last names, initials. Year. Title (regular type; same single-capital rule as for books). ***Name of Periodical*** (boldface italic, title-style capitalization), volume number (issue number, *if needed-see* below): page numbers.

Examples:

Shrivastava, P. 1995. The role of corporations in achieving ecological sustainability. ***Academy of Management Review***, 20: 936-960.

Nonaka, I. 1991. The knowledge-creating company. *Harvard Business Review*, 69(6): 96-104.

If an article has no author, the periodical is referenced. Examples:

*BusinessWeek*. 1998. The best B-schools. October 19: 86-94.

*Harvard Business Review*. 2003. How are we doing? 81(4): 3.

### ***Chapters in books, including annuals.***

Follow this form: Authors' last names, initials. Year. Title of chapter (regular type, single-capital rule. In Editors' initials and last names (Eds.), ***Title of book***: Page numbers. City (same rules as above): Publisher.

Examples:

Levitt, B., & March, J.G. 1988. Organizational learning. In W. R. Scott & J.F. Short (Eds.), ***Annual review of sociology***, vol. 14: 319-340. Paio Alto, CA: Annual Reviews.

Dutton, J., Bartunek, J., & Gersick, C. 1996. Growing a personal, professional collaboration. In P. Frost & S. Taylor (Eds.), ***Rhythms of academic life***: 239-248. London: Sage.

### ***Unpublished works***

(These include working papers, dissertations, and papers presented at meetings.)

Examples:

Duncan, R. G. 1971. ***Multiple decision-making structures in adapting to environmental uncertainty***. Working paper no. 54-71, Northwestern University Graduate School of Management, Evanston, IL.

Smith, M. H. 1980. ***A multidimensional approach to individual differences in empathy***. Unpublished doctoral dissertation, University of Texas, Austin.

Wall, J. P. 1983. ***Work and nonwork correlates of the career plateau***. Paper presented at the annual meeting of the Academy of Management, Dallas.

### *Electronic documents*

Include the author's name, if known; the full title of the document; the full title of the work it is part of; the ftp, http, or other address; and the date the document was posted or accessed.

### **2.5 Tables and Graphs**

Tables and graphs should be numbered using Arabic numerals and should have a caption describing their content. The caption should be self explanatory. Preferably the tables, graphs and figures should be close to the relevant text; they can be printed in colour.

**(use only the ISCTE Business School logo, and never insert another image or logo on the cover)**

**MARKETING SEGMENTATION AND POSITIONING  
STRATEGIES**

**António Augusto da Silva**  
**(write your full name)**

Project **(or Dissertation)** submitted as partial requirement for the conferral of

Master in Marketing

**(just write the name of the course in which you are enrolled, and in which you will obtain the master's degree, do not use names of specializations, postgraduate or executives masters you have attended)**

Supervisor:

Prof. José Vitor Santos, Prof. Catedrático, ISCTE Business School, Departamento de Marketing, Operações e Gestão Geral

Co-supervisor:

Prof. Frank Smith, Assistant Professor, University of London, Department of Management

April 2017

- Spine example -

(the spine should come only on the cover, and never in body text)

**Declaration of Honour  
Dissertation delivery / master's Project Work**

I, the undersigned, hereby declare:

- I am the exclusive author of the presented work, my work is original, and I used references and quoted all sources used.
- I authorize that my work be submitted to SafeAssign - plagiarism detection tool.
- I am aware that the practice of plagiarism, self-plagiarism and copying is an academic illicit.

Full Name \_\_\_\_\_

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Phone contact \_\_\_\_\_

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Signature

\_\_\_\_\_



*Honorable Rector of the ISCTE-IUL,*

I, \_\_\_\_\_ having completed all courses of the  
Master in \_\_\_\_\_, I hereby request permission to submit  
dissertation / master's project work.

Requests approval,

(Lisbon), \_\_\_\_\_, 2017

\_\_\_\_\_  
Signature