**TO:** ASSOC. PROF. V. ZHECHEV, PH.D.,

HEAD OF THE DEPARTMENT OF MARKETING

**DIPLOMA PROJECT APPLICATION FORM**

**Names:** ……………………………………………………….…………………………………

**Faculty №** ……………………………………………………….…………………………….

**Program:** …………………………………………………...…………………………….

**Year of study and administrative group:**……………………………………………………

Dear Assoc. Prof. V. Zhechev, Ph.D.,,

I would like to write a diploma project on the following topic: …………………………………

……………………………………………………………………………………………….......

The intended supervisor I would like to work with is:……………………………………........

…………………………………………………………………………………………………...

My grade point average (according to the Bulgarian grading scale) is:..........................................

*(in words and number)*

*I am aware that, according to Art. 69, para. 2 of the Regulations of the University of Economics- Varna, the right to defense of the diploma project is entitled to students with average grade point of at least "very good" 4.50 (according to the Bulgarian grading system).*

With my application I am attaching a conceptual project for the thesis on the aforementioned topic.

I hope my request will be granted.

Date:.............. Respectfully:…………..……………

Varna /…..................................../

**CONCEPTUAL PROJECT FOR THE DEVELOPMENT OF A GRADUATE THESIS**

**Names:**……………………………………………………….…………………………………

**Program:** …………………………………………………...…………………………….

**Topic of the diploma thesis:…………………………………………………………………...**

**Specific company/industry/field of study:** *specify a specific company or an industry that you will focus on when developing the thesis; it is possible to specify more than one subject (e.g. in comparative analysis or case studies)*

**Arguments for selecting the topic:** *indicate the degree of development of the topic, successfully completed previous projects or coursework, substantiated personal interest in the chosen topic, etc.*

**Relevance of the chosen topic/problem:** *motivate in approx. 150-200 words the choice of topic, its social or business applications (based on the expected results); in the motivation, it is appropriate to indicate secondary data in order to prove the research interest in the topic*

**Main goal of the thesis:** *a brief description of the key problem that you plan to solve by developing the thesis project (e.g. solving a research problem by conducting research, solving a management problem by developing a practical project, deriving recommendations and good practices through conducting analyses, etc.)*

**Thesis objectives:** *formulate up to 3 main tasks to be completed within the framework of the thesis*

**Bibliography:** *indicate at least 10 literary sources (without limitation to the type and working language) that will be used in the development of the thesis*