Graduation Competition 2023-2024: Call for Entries

The European Institute for Commercial Communications Education (edcom) is hosting its 10th Annual Bachelor and Master Graduate Competition. The purpose of this competition is to celebrate and reward the best Bachelor and Master Graduation report, dissertation, thesis or essay produced by students from edcom member schools.

Please find below an overview of how the competition works:

1. Launch of competition

3 July 2023 – Launch

- edcom students can contact their designated edcom coordinator to express their interest to take part in the competition. A full list of edcom members and their designated coordinators can be found here.
- Each edcom member is eligible to select one finalist in the Bachelor and one in the Master category. The edcom coordinator selects the best BA and/or MA work and informs the edcom Secretariat of their nomination.
- Please note that the entry itself doesn't have to be written in English for students to compete. Only the abstract and the poster should be submitted in English.

2. Submit an abstract & poster

30 October 2023 – Deadline to submit materials

- Selected finalists should send the following information/file to francesco.bottegal@eaca.eu:
  - First name and surname;
  - University name and the name of your coordinator;
  - Country;
  - Title of your graduation work;
  - Category (Bachelor or Master);
  - Essay-style abstract in English, in pdf format. The name of the author and the school should not be mentioned in the abstract for anonymity purposes. The essay-style abstract should contain **no more than 500 words** and focus on the topic and its relevance for the field of commercial communications. The abstract should include the following: hypothesis, research questions, methodology, main findings and suggestions for future research.
  - Poster, in pdf format, summarising the main themes, evidence and findings. It should include the following:
    - A1 (594 x 841 mm) PDF format, "landscape" orientation.
    - The poster should be clearly and logically organised, and should concisely explain your research to a wide audience. Ensure the poster is not overcrowded and the text font is legible (font size at least 14). Please do not overcrowd the poster.
    - Include text and graphics that explain the research objectives and the importance of the research and findings.
    - Highlight your hypothesis or statement of the problem, methods, results, conclusions and suggestions for future research.
    - Please ensure that you have permission –where necessary –to use all material, including images.
    - The name of the author and the school should not be mentioned in the poster for anonymity purposes.

3. Judging process

November 2023:

- o **1st Round Judging**
- o **Final Round Discussion**
- o **Announcement of the winner.**

The abstract and the poster will be evaluated according to the following criteria:

➢ Strong objectives (10%)
➢ Clearly developed methodology (20%)
➢ Results fitting to the proposed objectives (30%)
➢ Conclusions based on the objectives and suggestions for further research (20%)
➢ Consistency & coherence (20%)

Each entry will be given a score out of 100% and ranked against the other entries. The final entries will be judged on two additional criteria: **novelty** (does the entry offer a new and original insight) and **scale** (what is the magnitude of the achievement).

4. Prize

- All participants will receive an edcom Certificate.
- The winners will receive a 400 euros cash prize, an edcom Certificate, publication of their entry summary on the edcom website, the possibility to be published in a European advertising journal or magazine. This year, the winners can choose an alternative prize: a trip to Brussels for the edcom meeting and the Effie Europe Forum & Awards Gala on 4 & 5 December.