# Graduation Competition 2026-2027: Call for Entries

**The European Institute for Commercial Communications Education (edcom) is hosting its 13th 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

**2 November 2026**– Call for entries open

- 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 **two** finalists in the **Bachelor** and **two** 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

**4 January 2027** – Deadline to submit materials

- **Selected finalists should send the following information/file via this form**. If you encounter any isseus, pleaese reach out to the edcom secretariat at francesco.bottegal@eaca.eu & anna.fanchini@eaca.eu
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    - First name and surname;
    - University name and the name & email 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

**January 2027:**

- **1st Round Judging**
- **Final Round Discussion**
- **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.