PROJECT TITLE SHOULD BE HERE, AND THIS WILL BE SEARCHABLE BY LIBRARY USERS

A Project

Presented

to the

Faculty of

California State Polytechnic University, Pomona

In Partial Fulfillment

Of the Requirements for the

Master of Science in Digital Marketing

In

The College of Business Administration

By

Student 1

Student 2

Student 3

Student 4

Year completed

SIGNATURE PAGE

PROJECT/THESIS: PROJECT TITLE SHOULD BE HERE, AND THIS WILL BE SEARCHABLE BY LIBRARY USERS

AUTHOR: Student 1
Student 2
Student 3
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DATE SUBMITTED: Summer 2026

Singelyn Graduate School of Business
College of Business Administration

Name of the Faculty Project Lead.
Project Committee Chair
Professor of XXXX _____

Name of Summer CEP Course
Instructor
Project Committee Member
Professor of XXX _____

ACKNOWLEDGEMENTS

This is where students may acknowledge important people in their lives that impacted their graduate studies, such as family members, mentors, and friends.

ABSTRACT

Purpose: This is where you explain ‘why’ you undertook this study. If you are presenting new or novel research, explain the problem that you have solved. If you are building upon previous research, briefly explain why you felt it was important to do so. This is your opportunity to let readers know why you chose to study this topic or problem and its relevance.

Study design/methodology/approach: This is ‘how’ you did it. Let readers know exactly what you did to reach your results. For example, what tools, methods, protocols or datasets did you use?

Findings: Here you can explain ‘what’ you found during your study, whether it answers the problem you set out to explore, and whether your hypothesis was confirmed. You need to be very clear and direct and give exact figures, rather than generalize. It’s important not to exaggerate or create an expectation that your paper won’t fulfill.

Originality/value: This is your opportunity to provide readers with an analysis of the value of your results. It’s a good idea to ask colleagues whether your analysis is balanced and fair and again, it’s important not to exaggerate. You can also conjecture what future research steps could be.

Practical Implications: What recommendations would you give to the business? How should the business utilize the findings for its advantage?

Keywords: list 4 - 6 keywords. It’s also important to use relevant keywords and technical language to help potential readers find your paper. Keywords are the words or phrases a researcher might use when searching for a paper on this topic.

SUMMARY OF INDIVIDUAL CONTRIBUTION

Name of Student 1

Name of Student 2

Name of Student 3

Name of Student 4