

**PROJECT TITLE SHOULD BE HERE AND THIS WILL BE
THE TITLE TO BE USED IN THE LIBRARY
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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 Names

Year completed

SIGNATURE PAGE

PROJECT/THESIS: PROJECT TITLE SHOULD BE HERE AND THIS WILL BE THE TITLE TO BE USED IN THE LIBRARY REPOSITORY AND SEARCHABLE BY LIBRARY USERS

AUTHOR: Student Names (Same as Title Page)

DATE SUBMITTED: Semester and Year completed (Summer 2025)
College of Business Administration

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Project Committee Chair
Professor of XXX XXXX

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ACKNOWLEDGEMENTS

The acknowledgements page is for you to say thanks to any person in particular who has helped you complete this paper or degree. This is an entirely **optional** page to have in your paper.

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

Note: a separate summary should be written under each student's name describing the unique role the student played duration of the project. Provide one blank line before the name of each student as a heading..The name of the student should be centered. The summary that follows the name heading should be one paragraph with a minimum of 75 words and a maximum of 100 words, and left justified. Do not use the fully Justified mode. The fonts in this entire library preparation document should be Times New Roman.

Name of Student 1

Name of Student 2

Name of Student 3

Name of Student 4