

APPLY BY  
FEBRUARY 28TH, 2025

## 2025 EUPRERA Master Thesis Award for Excellence



### THESES ELIGIBILITY

- theses in **any language** from all countries that research problems within the PR academic field
- theses assessed and classified by the university of origin **up to 13 months before the date of submission** of the abstract

### PRACTICAL IMPACT AWARD

Theses following an applied research approach in which research is undertaken to solve practical problems rather than to acquire knowledge for knowledge sake.

### THEORETICAL IMPACT AWARD

Theses following a basic experimental research approach, and theoretical work undertaken to acquire new knowledge without looking for long-term benefits other than the advancement of knowledge.

### TIMELINE 2025

**February 28:** Deadline for submission of abstracts and formal documentation.

**March 28:** Abstracts assessment finished. Communication of the results to the authors of the accepted abstracts.

**May 1:** Submission of 10-page summary, other formal documents, and original theses.

**July 15:** Results of the jury and presentation of the results to the Board.

**August 1:** Feedback to the applicants and information on their inclusion in the shortlist. Publication of the shortlist on the website.

**August 1 or at least 1 month before the congress:** The winner is informed and travel arrangements are made.

More  
INFO



[www.euprera.org/ma-award](http://www.euprera.org/ma-award)

*The European Public Relations Education and Research Association (EUPRERA) is an independent organization that aims to stimulate and promote innovative knowledge and practices of strategic communication, organizational communication, and public relations across Europe. Founded in 1959 and previously named CERP Education & Research, EUPRERA is a network with over 550 members from more than 50 countries where academics and professionals attract, convey, disseminate and create innovations in the field. Several cross-national and comparative research and education projects are organized by members and affiliated universities. In order to spread new methodologies and research results, EUPRERA organizes a highly regarded Annual Congress, every year held in collaboration with a selected university in Europe.*