**Maturity Test: Executive Summary OR Press Release**

Write a one-page executive summary OR press release based on your Bachelor’s / Master’s thesis. In the text, you should cover the findings and implications/significance of your research (spacing 1.15, font type Calibri, font size 11, all margins 2 cm).

Pay attention to the legibility and the linguistic clarity of your text. Please note that the maturity test is an independent text without references to your thesis. The maturity test should demonstrate your familiarity with the subject of the thesis and your skills in Finnish, Swedish or English.

INCLUDE YOUR NAME AND STUDENT NUMBER IN THE TEXT!

**Instructions for executive summary**

The purpose of an executive summary is to support managerial decision-making. In contrast to the abstract of your thesis, your task in the executive summary is to convince your readers of the utility of your research and its practical application in economy and/or business, and to talk the readers into “buying” your research findings.

Structure your summary in an explicit way: introduce the findings and significance of your research, including the solution you recommend for the problem addressed, as well as explain how the research benefits a specific target group or groups. Use sub-headings that arouse interest.

**Instructions for press release**

Write a press release about your Master’s thesis that could be published in a newspaper, magazine or in social media. The purpose of the press release is to present the central findings and significance of your research in a way that would interest the public.

Based on the intended target audience, start the press release with the issues that you think they would find the most interesting. The press release should have an interest-creating main heading, a starting paragraph that summarizes the essentials of your topic, and then sub-headings and other paragraphs that cover the details of the topic.