# TABLE OF CONTENTS

## INTRODUCTION TO THE DEGREE AND DEPARTMENT
- PhD in Management – Marketing .......................................................... 3
- The Marketing Department .................................................................... 3
- Student Role in Departmental Governance ............................................. 4
- Student Appeals and Grievances ............................................................ 4
- Professional Conduct ........................................................................... 5
- Academic Integrity ............................................................................... 5
- Developing Relationships with Faculty Advisors ..................................... 5

## IMPORTANT LINKS
.............................................................. 6

## PROGRAM ADMISSION
- Application Deadlines .......................................................................... 7
- Application Materials ........................................................................... 7

## PROGRAM FUNDING
.............................................................. 10

## PROGRAM DEGREE REQUIREMENTS
- Course Requirements ........................................................................... 11
- Plan of Study ....................................................................................... 13
- Transfer Credit ................................................................................... 13
- Courses Shared Between Degrees ....................................................... 14
- Incomplete Policy ................................................................................ 14
- Continuous Enrollment ....................................................................... 14
- Continuous Enrollment and Incompletes ............................................. 15
- Time Limitation .................................................................................. 15
- Qualifying Examination and Second Year Research Deliverables ........... 15
  - Proposal for a Paper ................................................................. 16
  - Oral Presentation of a Paper ........................................................ 17
  - Empirical Paper ............................................................................. 18
  - Oral Presentation of Empirical Paper ............................................. 18
  - Comprehensive Examination ......................................................... 19
  - Written Comprehensive Exam in Major (Marketing) ....................... 19
  - Written Comprehensive Exam in Minor ......................................... 20
  - Oral Comprehensive Exam / Dissertation Proposal ....................... 20
Dissertation ................................................................. 22
Dissertation Prospectus and Proposal ......................................................... 23
Committee Appointment Form ................................................................. 23
Dissertation Committee ................................................................. 23
Final Oral Defense Examination ......................................................... 24
Archiving the Dissertation ................................................................. 25
Graduate Assistantship Assignments ......................................................... 26
Department Milestone Timeline by Year ......................................................... 28
YEAR 1 ................................................................. 28
YEAR 2 ................................................................. 28
YEAR 3 ................................................................. 29
YEAR 4 ................................................................. 30
YEAR 5 ................................................................. 30
Remediation ................................................................. 30
Annual Review Process ................................................................. 31
TRAVELING ON BEHALF OF THE UNIVERSITY OF ARIZONA ......................... 31
Travel Tips ................................................................. 31
MINOR IN MARKETING REQUIREMENTS FOR PHD STUDENTS IN OTHER FIELDS ........ 32
Contact ................................................................. 32
Enrollment Process ................................................................. 32
Course Requirements ................................................................. 32
Comprehensive Exam ................................................................. 33
Other Information ................................................................. 33

The requirements in this handbook apply to students entering the PhD program in the Marketing Department in the Eller College of Management at the University of Arizona.

Students are responsible for knowing and following these requirements as well as knowing Graduate College (https://grad.arizona.edu/policies) and University policies (http://catalog.arizona.edu/policy-audience/graduate).

Since inevitably things change, the most recent version of this handbook will always be posted on the PhD program webpage (https://eller.arizona.edu/programs/doctoral/marketing).
INTRODUCTION TO THE DEGREE AND DEPARTMENT

PhD in Management – Marketing
The PhD in Management with a Major in Marketing program is interdisciplinary in nature and draws heavily from the fields of psychology, economics, management, sociology and other behavioral sciences. The goal of the Department of Marketing’ Doctor of Philosophy (Ph.D.) program is to provide students with world-class training in research and teaching and prepare them for faculty positions at major research universities world-wide.

The doctoral program in marketing at The University of Arizona offers:

- Full-time program (normally 4-5 years)
- Fields of study include consumer culture, consumer psychology, marketing, modeling, and marketing strategy
- Encompasses theories and methodologies from anthropology, communications, economics, management, psychology, sociology, and marketing

The Marketing Department
The Marketing Department in the Eller College of Management strives to generate influential contributions to marketing knowledge and communicate these to students in a way that regenerates this curiosity in a next generation of responsible citizens and marketing professionals. The Marketing Department is committed to achieving this mission by fostering a collaborative environment among scholars, students and marketing professionals in which intellectual curiosity about the behavioral aspects of marketing is a common focus.

Where Are We Located?
The Marketing Department is part of the Eller College of Management at the University of Arizona, which is located in Tucson, Arizona. Our offices are on the third floor of McCllelland Hall in Suite 320. All department offices are numbered 320 with a letter following.

Marketing Department Website: https://marketing.eller.arizona.edu/
Marketing Doctoral Program Website: https://eller.arizona.edu/programs/doctoral/marketing

Caleb Warren
Marketing Doctoral Program Director
Office: 320N
Email: calebwarren@arizona.edu (preferred)
Phone: (520) 621-7480

The Director of the Doctoral program is responsible for implementation of the Grad School and departmental policies on doctoral education. The program director leads the department’s PhD Committee and the coordination of the department’s recruitment and admission of doctoral students. The program director also oversees orientation of incoming doctoral students to the university and familiarizes them with departmental resources, policies, and expectations. The
Program Director is the first point of contact to resolve problems related to masters students and advise students about the procedure for appeals as needed, as well as support resources.

Tonya Milazzo  
**Marketing Graduate Programs Manager**  
Office: 320F  
Email: tmilazzo@arizona.edu (preferred)  
Phone: (520) 621-1309

The Graduate Programs Manager in the Marketing Department not only assists the Program Director in managing the Marketing Doctoral program, but also does so for the Master’s in Marketing program. The Programs Manager is responsible for processing program reimbursements, travel reimbursements, planning and implementing program events, processing student enrollment, and tracking student progress towards completion requirements for the program, and keeping program and student historical records and information.

Yong Liu  
**Marketing Department Head**  
**Robert A. Eckert Endowed Chair in Marketing**  
Office 320U  
Email: yoliu@arizona.edu  
Phone: (520) 621-9320

**Student Role in Departmental Governance**  
The Marketing Department appoints one tenure-track faculty as the Director of Doctoral Programs. The Director works closely with the students on academic and professional development, and voice their needs and concerns to the Department. In addition, the students can provide input to the department through the Graduate Program Director and their supervisors. Finally, the department seeks input from the students on important research and faculty-related issues. For instance, the students are asked for input on tenure-track faculty candidates based on job talks and meetings.

**Student Appeals and Grievances**  
If a student wishes to appeal requirements or decisions, the appeal should be made in writing to the Director of the Doctoral Program. The appeal will be reviewed by the PhD committee and may include a collective meeting with the student. The PhD committee will decide whether to accept the appeal based on a majority vote.

Students who wish to appeal the decision of the program committee must submit an appeal in writing to the Marketing Department Head at the Eller College of Management.
For further information regarding Grievance Types and Responsible Parties beyond the Department of Marketing, visit: https://grad.arizona.edu/policies/academic-policies/summary-grievance-types-and-responsible-parties

Professional Conduct
The guidelines reviewed above all center on how a doctoral student should conduct herself or himself, i.e., one’s professional conduct. Professional conduct not only involves a commitment to follow the letter of an assistantship contract’s requirements, but also implies that proper respect be given to the spirit behind these requirements. Award of a TA or RA is a privilege, not a right. Irresponsible actions exhibited while serving the Department of Marketing at the Eller College of Management and the University not only damage the student’s own reputation (who will want to hire you as TA in the future if you are known to disrespect rules?), but ultimately damage the reputation of the Department of Marketing. TA and RA positions are exciting opportunities for graduate students to develop professional skills that will carry through the rest of their careers. Enjoy them and benefit from them, but on no account abuse them!

Academic Integrity
Academic Dishonesty occurs whenever any action or attempted action is pursued that creates an unfair academic advantage or disadvantage for students and/or any member or members of the academic community. All forms of academic dishonesty are subject to sanctions under the Code of Academic Integrity. Sanctions include: written warning, reduction in grade for work involved, disciplinary probation, loss of credit for work involved, failing grade in the course, suspension, and/or expulsion. Various forms of academic dishonesty include, but are not limited to cheating, fabrication, facilitating academic dishonesty, and/or plagiarism.

Academic Misconduct is defined as any behavior not conforming to prevailing standards or rules within the academic community. All forms of academic misconduct are subject to sanctions under the Code of Conduct. Sanctions include: restricted access to University property, administrative hold, warning, probation, suspension, and/or expulsion. Various forms of academic misconduct include, but are not limited to disruptive behavior, threatening behavior, and/or the theft or damage of University property. For more specific examples of academic dishonesty, academic misconduct, and how to avoid such behavior, please visit the following website: http://deanofstudents.arizona.edu/tipsforavoidingacademicdishonesty

Developing Relationships with Faculty Advisors
Doctoral students work closely with faculty members in one-on-one interactions regarding research starting from the beginning of the program. All first year students funded as a Graduate Assistant will be assigned to work with 2-3 faculty members over the course of their first year to give them broad exposure to the research activities of several faculty members. First year students funded through a University Fellowship will be assigned 2 mentors who will help familiarize the student with research in the department, without that student performing any work for the faculty member. These assignments will be made after seeking input from the incoming student.
Incoming students should consult with the Director of the Doctoral Program and faculty members to decide which courses to enroll in. Students should ask faculty in their area which courses to take during the first semester.

At the end of the first year, students select two faculty members to serve as advisors on their first year summer proposal. These faculty members can, but do not need to, serve advisors in future projects.

After passing the comprehensive exam, which is typically completed in the third year, the student becomes a doctoral candidate rather than a doctoral student. At this point, the student forms a dissertation committee and asks one faculty member to be the student’s major professor and dissertation chair. If the faculty agree, two faculty members may co-chair the dissertation.

It is possible that the faculty who are selected by the student to serve as advisors may evolve over the years of the program, but typically by the third year, students have settled in to working with primarily one or two faculty members. If needed, once the dissertation chair and committee are formed through GradPath students may make changes with departmental and Grad College approval. Students are required to be actively working on research with at least one major professor in order to maintain Satisfactory Academic Progress in the program.

**IMPORTANT LINKS**

- Graduate College: from here students may access Graduate College policies, contacts, information about resources, deadlines, and other useful information): [http://grad.arizona.edu/](http://grad.arizona.edu/)
- Resources for parents, professional development, health and wellness: [http://grad.arizona.edu/new-and-current-students](http://grad.arizona.edu/new-and-current-students)
- General Catalog: [http://catalog.arizona.edu/](http://catalog.arizona.edu/)
- Academic Integrity: [http://deanofstudents.arizona.edu/codeofacademicintegrity](http://deanofstudents.arizona.edu/codeofacademicintegrity)
- Responsible Conduct of Research: [http://www.orcr.arizona.edu/](http://www.orcr.arizona.edu/)
- UAccess: a password-protected service that allows students to access personal and academic information via the web. Your UA NetID and password are used for login. UAccess lets students view and make changes to their academic and personal information. This system has a number of features, arranged into four categories: Academic, Financial, Personal, and Self-Service: [http://advising.arizona.edu/content/online-tools/uaccess-student](http://advising.arizona.edu/content/online-tools/uaccess-student)
- University Information Technology Services: [http://uits.arizona.edu/departments/the247](http://uits.arizona.edu/departments/the247)
PROGRAM ADMISSION

All new doctoral students begin in the Fall semester and classes start in late August.

Applicants must meet admission requirements of both the Graduate College (http://grad.arizona.edu) and the Department of Marketing. Each application is reviewed by the Ph.D. Admissions Committee.

Admission Requirements

- Bachelor’s degree (master’s degree not required)
- 3.0 GPA (successful applicants typically have 3.5+) emphasis placed on upper-level undergraduate and prior graduate-level academic performance
- GMAT/GRE test scores
- Math proficiency (college calculus plus introductory probability and statistics)
- International students must meet the Graduate College's English proficiency requirement to be considered for admission. https://grad.arizona.edu/admissions/requirements/international-applicants#english-proficiency

Beyond this minimal level of proficiency, the Ph.D. Admissions Committee looks for evidence of excellent English language fluency as much of the conduct of an academic career is through oral and written communication.

Application Deadlines

The Marketing Department Ph.D. Admissions Committee will begin making acceptance decisions as early as January, so we recommend submitting your application as soon as possible rather than getting it in just before the date when decisions will start being made.

Please note that the deadline for non-US citizens is in mid-December while the deadline for US citizens is in early January. Exact dates for a specific year are available on the doctoral program’s webpage.

Application Materials

All students will complete a graduate application through the university’s online portal GradApp (https://apply.grad.arizona.edu/users/login). The University of Arizona does not permit materials submitted through any other communication medium (email, mail, FAX, etc).

- Official transcripts of all undergraduate and graduate work including summer session work (forwarded directly to UA from the educational institutions)
- Recent GMAT/GRE scores. If you have not yet received your official scores, we will accept an unofficial copy until the official one is sent to us. However, admission offers cannot be extended until the official copy is received.
- Statement of Purpose (max. 2 single-spaced pages) including:
  1. Career objectives
  2. Program expectations
3. Intended substantive and methodological concentration
4. Faculty members with whom you wish to work on research
   - Minimum 3 letters of recommendation (preferably from academics, but business or personal associates will be accepted. We do not require a specific form.)
   - Current resume
   - TOEFL scores (for international applicants)

**Note:** You must upload these required documents to your application through GradApp. Transcripts from all institutions attended must be uploaded by the applicant, but are considered unofficial. In addition, before an offer of admission can be made, the Graduate College will need official copies of your transcripts on file by having them sent directly by the institution or transcript service to transcripts@grad.arizona.edu. Your recommenders will be requested by The University of Arizona to submit their letters through GradApp. Applicants should not upload recommendation letters themselves.

**Important Considerations for Admission:**

**Superior Academic Record**
A basic admissions requirement is an academic profile demonstrating a record of outstanding academic achievement. Emphasis is placed on upper-level undergraduate coursework, prior graduate-level performance, and caliber of the educational institution, and where the coursework was undertaken. Although GMAT or GRE scores and academic grades are not the only criteria in admissions, they are important benchmarks.

**Demonstrated Personal Maturity and Motivation**
The applicant’s record should demonstrate evidence that he/she will devote the time and the intellectual effort necessary to excel in the program. Maturity and motivation may proven (but not required) in a number of ways including:
   - Completion of a master’s program with outstanding grades
   - Completion of a master’s thesis that clearly demonstrates motivation, commitment and ability
   - An exemplary record of work experience and achievements in real-world settings.
   - Completion of an undergraduate program with outstanding grades, independent research experience, and clearly detailed professional goals concerning an academic career

**Fit with the Department’s Educational and Professional Goals**
The statement of objectives is particularly important in considering Ph.D. applicants to the Marketing Department at The University of Arizona. This statement helps the committee understand your career goals and whether these goals are consistent with the program content as well as the program’s emphasis on training students who desire a career in academia. Applicants should have an understanding of the field of Marketing, and a conviction that they want to work in this field. The statement of objectives should discuss
specific qualifications and experiences. In essence, what is it about you that will make you successful in our program?

Doctoral students work closely with individual faculty, and it is critical that you understand and are interested in their research. We strongly recommend that you read publications by several faculty members. Although we cannot guarantee that you will be advised by any faculty member that you mention, you should note in your statement if there are particular faculty whose research areas interest you. Most importantly, please note specifically why these faculty members ‘research areas are of interest to you and how those interests build on your past accomplishments and experiences.

Your statement of objectives is important to us in determining whether you are a good match for our program. The committee will use the personal statement to determine:

• That the student has clear educational and professional goals that are consistent with the requirements and objectives of the doctoral program in Marketing
• That the student has a clear grasp of the requirements of the program, most particularly, of the research emphasis
• That the student will fit well with the research expertise of the faculty within the department
• That the applicant has evaluated alternative programs and concluded that this program offers the necessary preparation to achieve the applicant's professional objective
PROGRAM FUNDING

If you are admitted into the program and meet all of the requirements in this handbook, you will be supported as a Graduate Assistant for five years of study.

We offer the vast majority of admitted Ph.D. students a teaching role and/or research/teaching assistantship, which comes with a stipend. Students earn the stipend by working 20 hours per week. Each semester, students work either (a) 20 per week as a research/teaching assistant, or (b) 10 hours per week as a research/teaching assistant and 10 hours per week as the lead instructor for a class. Students will earn the stipend for five years, during which they will teach as the lead instructor no more than twice in a Fall or Spring semester. The stipend benefits include a tuition waiver and health insurance. The few exceptions to this rule involve applicants who are paid by their governments, the military, or an external fellowship agency.

We offer students an annual budget that they can use to travel to present a paper at a prominent academic conference. Students need to apply for and receive approval from their advisor before receiving travel funds. We recommend speaking with your advisor about funding before submitting a paper to a conference.

Students can obtain additional funding by applying for travel grants from the Graduate and Professional Students Council (GPSC). In order to stretch the department’s limited travel funds as far as possible, students should apply for GPSC funding prior to applying for departmental funding.

If students decide to remain in the doctoral program for a 6th year, they will not be guaranteed funding. 6th year students will also have lower priority than other students in being assigned office space and in receiving support for travel to conferences.

Regardless of year in the program, we guarantee students support for one-time travel to the summer AMA meetings to interview for jobs.

For further information regarding funding opportunities, visit the Grad College at http://grad.arizona.edu/new-and-current-students
**PROGRAM DEGREE REQUIREMENTS**

**Course Requirements**

The University of Arizona requires the equivalent of a minimum of six semesters of full-time graduate study is required for the Ph.D. UA also requires a minimum of 36 units of coursework in the major subject, 9 units in the minor subject, and 18 units of dissertation credits. More typically, doctoral students in Marketing complete 10 semesters in their doctoral program: four semesters taking courses required for the major and minor fields, one year completing all components of the comprehensive exam, and two years working on the dissertation. In addition, research is conducted through all five years of the program.

UA requires that all units of credit counted toward the degree must be taken for graduate credit, including any courses transferred from another institution. At least 22 units on the Doctoral Plan of Study must be in courses in which regular grades (A, B, C) have been earned. Students are expected to maintain a grade-point average of at least 3.00 (B) and to have no more than one grade of C. Failure to achieve such a record can result in dismissal from the program at any time. Courses with grade of D are not counted toward a graduate degree.

A minimum of 12 units of regular grades taken at The University of Arizona are required to establish the Grade Point Average (GPA).

**Required courses for a Ph.D. in Marketing:**

<table>
<thead>
<tr>
<th>MKTG Seminars taught by Marketing Department</th>
<th>(each is 1/2 semester in length for 2 units of credit each, totaling 24 units)</th>
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<tbody>
<tr>
<td>Foundation THEORY 1</td>
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<td>Foundation THEORY 2</td>
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<tr>
<td>Foundation CONSUMER CULTURE THEORY (CCT)</td>
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<tr>
<td>Foundation CONSUMER PSYCHOLOGY (CP)</td>
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<td>Foundation MODELS</td>
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<td>Foundation STRATEGY</td>
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<td>Foundation METHOD/Constructs and Measurement</td>
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<td>Foundation METHOD/Experimental Design</td>
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<td>Foundation Academic Writing</td>
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<td>Specialty Elective or Independent study</td>
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<td>Specialty Elective or Independent study</td>
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<td>Specialty Elective or Independent study</td>
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</tbody>
</table>
Specialty Elective or Independent study

MINOR
(usually 3 semester-long seminars of 3 units each, totaling 9 units; however, fields differ in their minor requirements)

| Minor seminar 1 |
| Minor seminar 2 |
| Minor seminar 3 |

DISSERTATION (MKTG 920; 18 units)

Students in their first two years in the doctoral program will enroll in all required foundational Marketing seminars that are offered. Students in their first two years in the doctoral program will enroll in all specialty Marketing seminars in their area of specialization (Strategy/Quant, Consumer Psychology, Consumer Culture Theory). At any time in their program, students can enroll in any other specialty seminars that they wish to take and that their advisor or any other faculty member in their area of specialization approves.

You will be automatically enrolled in required marketing phd seminars and electives within your specialty area by the Marketing Department; if you would like to take additional MKTG classes (such as an independent study, or a MKTG seminar elective outside your specialty) please consult with your advisor and the marketing program manager will enroll you; all MKTG seminars and 600-level classes require department approval, therefore you will not be able to enroll yourself.

For seminars outside the Marketing Department (such as, MIS, ECON, etc.) please reach out to the seminar instructor and/or the appropriate department to gain approval and permissions to take the class. The Marketing Department staff can only enroll you in MKTG classes; the same rules apply across departments at the University of Arizona.

Expected Learning Outcomes
The Ph.D. program is designed to help students to develop the following:
- Expertise in academic marketing research, including a competency in the subfields of consumer culture theory, consumer psychology, marketing strategy, and marketing models. This is demonstrated through coursework, completion of the comprehensive exams, and the dissertation.
- Comprehension of a minor field of study. The student may select a minor from any appropriate PhD minor offered at the University of Arizona. The student should work
closely with his or her advisor to select an appropriate minor. This is demonstrated through coursework and the completion of the comprehensive exams.

- Expertise in the research enterprise. This is developed through a sequence of three methods courses in marketing, additional methods courses in the students’ minor area, and the students’ dissertation project. This is demonstrated by the empirical paper and presentation, as well as by the dissertation.
- Proficiency in written and oral communication. This is achieved by completing a seminar on writing, written assignments for courses, writing and presenting papers at conferences, submitting papers for consideration at peer-review outlets, and by participating in seminars and workshops. This is demonstrated through the first year paper proposal, second-year paper and presentation, the comprehensive exams, and the dissertation.

**Plan of Study**

In conjunction with his/her faculty advisors, each student is responsible for developing a Plan of Study, to be filed with the Graduate College no later than the student's third semester in residence. Prior to the third semester, the student should begin filling in courses taken and course plans on GradPath. The Plan of Study identifies:

1. Courses the student intends to transfer from other institutions.
2. Courses already completed at the University of Arizona which the student intends to apply toward the graduate degree; and
3. Additional coursework to be completed to fulfill degree requirements.

The Plan of Study must have the approval of the student's advisor and Director of Doctoral Studies before it is submitted to the Graduate College.

**Transfer Credit**

Graduate credit earned at other approved institutions may be counted toward the requirements of a doctoral degree, but will not be included in the calculation of the University of Arizona GPA.

Transferred units are subject to the following restrictions:

- The credits must be approved by the major or minor department and the Graduate College.
- The minimum grade for transferred credits must be a B or the equivalent at the institution where course was taken.
- Transferred units may not count toward more than one doctorate.
- A maximum of 30 units of transfer coursework may be used toward the Ph.D requirements.

Students who wish to transfer credit must submit a Transfer Credit form in GradPath before the end of their first semester of study to have the courses evaluated for transfer eligibility. Non-credit based requirements such as comprehensive exams, dissertations or thesis requirements,
research requirements, and professionalization requirements may not be transferred from another institution.

Courses Shared Between Degrees
There are limits on coursework that can be counted toward more than one degree earned by the student at the University of Arizona or elsewhere.

- If a student counts credits from a UA master's degree towards a UA Ph.D., then additional transfer credit may be limited to ensure that some UA coursework is taken while in the doctoral program. Thesis credits used for a master's degree cannot count toward the Ph.D. course credit requirements.
- Up to 30 units of credit counted toward one or more master’s degrees earned at UA or elsewhere may be counted toward the Ph.D requirements.
- No course may be counted toward the requirements for more than two degrees (earned at UA or elsewhere).
- No course counted toward a bachelor’s degree may be counted toward PhD requirements.
- A student earning two UA doctoral degrees may use up to 9 units of coursework toward both doctoral degrees (as long as courses were not used toward any other degree).
- The above references to UA master’s degrees do not include courses from a UA MBA degree or UA MS in Marketing programs, which do not count as credit toward a UA Ph.D. in Marketing.

Incomplete Policy
Doctoral students earning a grade of Incomplete, “I” for a course should submit a completed Report of Incomplete Grade form to the MKTGPHD Graduate Advisor for inclusion in their academic record. [http://registrar.arizona.edu/gradepolicy/incomplete.htm](http://registrar.arizona.edu/gradepolicy/incomplete.htm). Incomplete grades should be completed in a timely manner and are submitted at the discretion of the course Instructor.

Continuous Enrollment

- A student admitted to a master’s program must register each fall and spring semester for a minimum of 1 graduate unit, from original matriculation until all course and thesis requirements are met. A semester in which a student is enrolled for course credit will be counted toward continuous enrollment. Non-credit courses, audited courses or courses from which the student withdraws do not count toward the determination of continuous enrollment for graduate purposes.
- Students receiving funding such as assistantships, fellowships, loans, grants, scholarships or traineeships may be required by their funding source to register for more than 1 unit to meet full-time status requirement. Similarly, international students may have different requirements to maintain their visa status. All students should check with their program advisor regarding such requirements to ensure that they remain qualified for funding and/or visa status.
• Master’s students who have maintained continuous enrollment, fulfilled all their other degree requirements and were enrolled in the prior semester may defend and file in the summer or winter term without registration. If, however, a student needs library privileges or if they plan to make other use of University facilities or significant faculty time during summer or winter session, enrollment is required.
• Summer-only students are required to enroll continuously during consecutive summers until all degree requirements are met.
• Students who have maintained continuous enrollment, fulfilled all their other degree requirements and are only completing an incomplete in coursework (a class other than 900 level) are not required to enroll while they complete the incomplete. If, however, students need library privileges or plan to use other University facilities or need significant faculty time while they complete their incomplete, enrollment is required.

Continuous Enrollment and Incompletes
Students who have maintained continuous enrollment, fulfilled all their other degree requirements and are only completing an incomplete in coursework (a class other than 900 level) are not required to enroll while they complete the incomplete. If, however, students need library privileges or plan to use other University facilities or need significant faculty time while they complete their incomplete, enrollment is required.

Time Limitation
All requirements for the degree of Doctor of Philosophy at the University of Arizona must be completed within 5 years of passing the Comprehensive Exam. Should a student not finish within that time period, he or she may be allowed to re-take the Comprehensive Exam with permission of the program, and then proceed to complete other requirements, e.g., the dissertation.

Qualifying Examination and Second Year Research Deliverables
Doctoral students must complete a Qualifying Exam by the end of summer after their first year. In addition, they must engage in continuing research outside of classes during the second year.

The Qualifying Exam has the following parts:
(1) Coursework taken in the first year of the program (see previous section)
(2) A proposal for a paper (end of 1st summer)
(3) An oral presentation of the proposed paper (beginning of 2nd year)
(4) An empirical paper (spring semester of 2nd year)
(5) An oral presentation of the empirical paper (spring semester of 2nd year).

In order to continue in the doctoral program, the student must pass all parts of the Qualifying Exam.
The Qualifying Exam is an opportunity for the department to take time at the end of a probationary period to essentially reconsider the decision to admit a particular student.

The question is: Has this student shown POTENTIAL to successfully complete a doctorate and make a contribution to knowledge?

If the faculty can’t answer that question with a strong affirmative, then they will consider whether to either continue funding the student and assign remedial work or grant an MS in Marketing at the end of the second year of coursework. Feedback on the different components of the qualifying exam serve as a chance to let a borderline student know that his/her demonstration of potential needs to be increased in a short term "second-chance" whose outcome is not yet determined.

Proposal for a Paper
The research project proposal allows the student to define a topic in his/her own specialized interest area, explore the literature pertinent to that topic, and suggest (propose) an empirical research project to add to that area of knowledge. This is a test of the student’s ability to add to his/her area of depth through research.

At the beginning of the summer after finishing their first year in the doctoral program (no later than the day after final exams finish in the Spring term), students turn in to the Director of Doctoral Studies (DDS) a short description of the topic they will work on during the summer, signed by two Marketing faculty members they have asked to serve as their primary and secondary advisor. No evaluation of this short description is done by the Doctoral Committee; this description is merely to inform the committee of the topic and who has agreed to serve as advisors.

At the end of the summer following their first year in the doctoral program (no later than the day before Fall semester classes begin), students turn in to the Director of Doctoral Studies a summer paper that provides a literature review and then proposes an empirical research project. This proposal should provide the literature review and theoretical argument that serve as the foundation for a proposed empirical research project. The research method you plan to use need to be detailed enough to address the research question in your paper. This proposal will be graded by the Doctoral Committee and the primary and secondary advisors.

If the Committee and advisors agree that the proposal should receive a grade of low pass or higher, the student will begin to conduct the empirical research project, subject to any recommendations for its modification that may come in the feedback. If the Committee and advisors agree that the proposal should receive a grade of fail, they can choose to either (1) request a revision/rewrite of the proposal, (2) give the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or (3) counsel the student to exit the program. If the option of a revision/rewrite is given and upon its submission, the Committee and advisors agree that the proposal should receive a grade of low pass or higher, the student will begin to conduct the empirical research project, subject to any...
recommendations for its modification that may come in the feedback. If the option of a revision/rewrite is given and upon its submission, the Committee and advisors agree that the proposal should receive a grade of fail, they can choose to either (1) offer the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or (2) counsel the student to exit the program.

**Oral Presentation of a Paper**
The purpose of this oral presentation, in conjunction with the 1st year summer proposal for an empirical research project, is to assess your ability to develop and communicate a research idea. A few weeks after turning in the first year summer proposal, you will present your proposal to the faculty and other PhD students. The oral presentation will last 15 minutes, followed by 15 minutes of questions and answers from faculty. Use visual aids (e.g., Powerpoint slides) as if you were presenting your research at a premier marketing conference, such as ACR, AMA, or Marketing Science. You should prepare the presentation without assistance from faculty.

1. Structure your presentation as follows:
   a. Begin by motivating your research question. Show the audience why your question is novel, interesting, and important.
   b. Build on the literature to develop your theory
   c. Explain your proposed methods
   d. Preview how you will analyze the data
   e. Illustrate your predictions (if applicable).

2. Following the presentation, faculty will ask you questions about your proposal. This part will take up to 15 minutes. Expect questions related to your:
   a. **Theory**: Elaborate on the theoretical mechanisms in your proposal. Are there alternative theoretical mechanisms that could explain your predictions? If yes, what are they and how might you address them?
   b. **Methods/Analysis**: Is the research context consistent with your research question? Are the stimuli and/or measures appropriate? Are the estimation techniques appropriate?
   c. **Contribution**: What are the practical and conceptual implications of your research? Who should care about your research and how should they change their behavior based on it?

You will be evaluated on:
1. The quality of your research question, theory, and proposed methods.
2. Your ability to answer questions about your theory, methods, and contribution.
3. Your ability to communicate your ideas.
Presentations will be graded on a 4-point scale – High pass, pass, low pass, and fail. If the Committee and advisors agree that the presentation should receive a grade of fail, they can choose to either 1) request a redo of the presentation on a different article, 2) give the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or 3) counsel the student to exit the program. If the option of a redo of the presentation on a different article is given and upon its completion, the Committee and advisors agree that the second presentation should receive a grade of fail, they can choose to either 1) offer the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or 2) counsel the student to exit the program.

**Empirical Paper**

Approximately 3 weeks after the start of the spring semester (around Feb. 15), students will turn in to the Doctoral Committee an empirical paper. This paper should be in the format of an empirical paper that could be submitted to a major conference in the student’s area of interest (e.g., SCP, CCT, ACR, INFORMS Marketing Science, Winter AMA). However, the paper need not be strictly limited in page-length as is the case with some conferences; in that case, the paper can be of the length that is more typical of a journal submission. In most cases, this paper will be a continuation of the empirical work proposed in the first year summer paper.

However, in the event that the initial proposal did not show sufficient promise or the student’s interests have shifted, the student may choose a different topic for the paper submission, with the consent of two advisors and the Director of the Doctoral Program. If the student wishes to change topics and therefore advisors between the submission of a proposal and the submission of the empirical paper, the student should notify the Director of the Doctoral Program sometime relatively early in the fall semester of the second year. A new proposal for the research will need to be submitted and approved by the new advisors and the Doctoral Committee.

Empirical papers will be graded on a 4-point scale – High pass, pass, low pass, and fail. If the Committee and advisors agree that the paper should receive a grade of fail, they can choose to either 1) request a rewrite of the paper, 2) give the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or 3) counsel the student to exit the program. If the option of a rewrite of the paper is given and upon its completion, the Committee and advisors agree that the second paper should receive a grade of fail, they can choose to either 1) offer the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or 2) counsel the student to exit the program.

**Oral Presentation of Empirical Paper**

After receiving feedback on their empirical paper during the spring semester, 2nd year students will make a 20-minute oral presentation of their papers to the faculty, followed by 10 minutes of questions, similar in format to a conference presentation.

The guidelines for this oral presentation follow those of the previous oral presentation of a
published article (see above). The questioning is not as extensive following this presentation since a completed paper will have been provided. As such, the evaluative criterion of being able to communicate arguments for or against the theoretical, methodological, and substantive issues in a cogent manner will receive more weight.

Presentations will be graded on a 4-point scale – High pass, pass, low pass, and fail. If the Committee and advisors agree that the presentation should receive a grade of fail, they can choose to either 1) request a redo of the presentation, 2) give the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or 3) counsel the student to exit the program. If the option of a redo of the presentation is given and upon its completion, the Committee and advisors agree that the second presentation should receive a grade of fail, they can choose to either 1) offer the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS, or 2) counsel the student to exit the program.

**Comprehensive Examination**
Before admission to candidacy for the doctoral degree, the student must pass a written exam in both the major and minor field and an oral Doctoral Comprehensive Examination. This examination is intended to test the student’s comprehensive knowledge of the major and minor subjects of study, both in breadth across the general field of study and in depth within the area of specialization. The examination, therefore, should not take place until the student has completed all, or almost all, of their coursework.

The Comprehensive Examination is considered a single examination, although it consists of three parts. A student will pass both written portions before sitting for the oral portion. Normally, the written and oral portions of the comprehensive examination will take place throughout the third year, but in no situation can they take place any later than three months prior to the Final Oral Examination (defense of dissertation).

The comprehensive exam comes later than the qualifying exam, at the point when the department decides whether to advance the student to candidacy. It is taken after the completion of all required coursework in the major and the minor.

The comprehensive exam has three parts:
1. A written exam in the major
2. Exam/Presentation in the minor (check with your minor advisor on specific requirements)
3. A combined oral exam. The timing and approval to hold this exam (but not the content of the exam) is done through the Graduate College’s website, GradPath.

**Written Comprehensive Exam in Major (Marketing)**
The timing of the written comprehensive exam in marketing is coordinated so all students in a cohort take the exam at the same time. It is typically given during the summer after the second year at a time when none of the students taking it are teaching. The purpose of this exam is to
demonstrate comprehensive knowledge across all areas in the field of marketing. There are likely to be some questions on the exam that are addressed to all students, and some questions only addressed to students interested in the same specialty area. Faculty members are asked to write questions, and the exam is assembled by the Doctoral Committee. Individual faculty are asked to grade all students ’ answers to the questions they helped write with the identities of the students masked. A staff member aggregates the evaluations for each answer for each student and presents this compilation of grades to the Doctoral Committee, still without student identifiers. The Doctoral Committee then decides an outcome for each (unnamed) answer and then for each (unnamed) set of answers. Decisions can range from High Pass to Retake (all or part of) the exam to Dismissal from the program. Most typically, if the faculty decide that a grade of Fail should be given for all or part of the exam, there will be an opportunity for the student to retake the failed portions of the exam. However, the decision of whether to offer a retake opportunity rests with the faculty in each case.

If the committee decides that the exam performance receives a grade of Fail, the committee can decide whether this means 1) the student will be offered the opportunity to retake the exam after at least two months have passed, 2) the student can opt to receive an MS degree in Marketing while exiting the doctoral program, or 3) the student can no longer continue in the doctoral program.

If the student is offered the opportunity to retake the Oral Comprehensive Exam, and the committee decides that the retake exam performance receives a grade of Fail, the student can choose to 1) receive an MS degree in Marketing while exiting the doctoral program, or 2) no longer continue in the doctoral program.

**Written Comprehensive Exam in Minor**

The minor department controls the minor portion of the written examination and may waive it at their discretion. The format and timing of the written comprehensive exam in the minor is determined by the unit (department or school) administering the minor. The exam is taken after completing all required coursework in the minor and after successfully completing the comprehensive exam in the major (Marketing). It must be successfully completed prior to scheduling the oral comprehensive exam.

**Oral Comprehensive Exam / Dissertation Proposal**

After completing the written comprehensive exam in marketing and your minor, you will need to propose a dissertation. Your dissertation proposal will include a written proposal and an oral presentation, which will also serve as your oral comprehensive exam. The dissertation proposal is a meeting between the doctoral candidate and the dissertation committee to come to agreement regarding what is required before the student can defend their dissertation. The dissertation proposal in this sense is a contract between the committee and the candidate.
Here are the steps you should take to propose your dissertation:

1. Prepare a short prospectus to distribute to faculty who you want to serve on your dissertation committee. This document allows faculty to have a general sense of your planned research before agreeing to serve on the committee.

2. Find a dissertation advisor. Before assembling a committee, you should find one (or possibly two) faculty to serve as your dissertation advisor(s).

3. Work with your advisor(s) to find other members of your dissertation committee. The committee must meet the following requirements:
   a. The Graduate College requires a minimum of three members, all of whom must be current University of Arizona faculty members that are tenured, tenure-track, or approved as tenure equivalent. If a committee has only three members, all must approve the dissertation.
   b. The Marketing Department requires that the dissertation committee include at least four members, at least two of whom are tenure-track or tenured members of the UA Marketing faculty. The fourth member may be tenured or tenure-track, or an approved special member. Special members must be pre-approved by the Dean of the Graduate College. Any members beyond the fourth can also be tenured or tenure-track, or approved special members.
   c. All dissertation committee members are expected to attend the entire final defense, either in person or electronically via screen and voice. Since four members are required, there may be one dissenting vote at the time of the defense.

4. Register your dissertation committee on GradPath.

5. Work with your advisor to develop a written dissertation proposal. Your proposal should describe (in detail) what research you plan to conduct to complete your dissertation. It will typically include some research that has already been conducted, but this is not required.

6. Schedule a date to present your dissertation proposal. You will circulate your written proposal to the committee members and the Director of the Doctoral Program at least two weeks before your presentation date.

7. Present your proposal to your committee. The presentation should discuss the motivation for your research question (i.e., why it is important), the relevant literature, your theory, any data you have already collected, and your plan for completing your dissertation.

8. Your committee will grade your proposal in secret after you have left the room. The student needs all but one committee member to award a pass to pass the exam. If the student does not pass their initial attempt, they may be given one more chance.

9. Once the student passes, the committee chair will submit the file within the department, and the department’s Director of Doctoral Studies will submit the proposal confirmation form in GradPath on behalf of the student’s dissertation committee.
Here are a few other requirements from the Graduate College:

- The examining committee must attest that the student has demonstrated the professional level of knowledge expected of a junior academic colleague.
- The Graduate College allows no more than one retake of the oral exam.
- Unlike the doctoral defense, no part of the comprehensive exam is open to the public.
- A secret vote is completed by the committee (possible votes: Pass, Fail, and Abstain) and the outcome of that vote determines whether or not the student passes the oral comprehensive exam. More than one negative vote (Fail and Abstain are negative votes) will result in failure of the exam.
- Votes are tallied by the committee chair, who informs the committee, and ultimately the student, whether the vote resulted in a Pass or Fail decision. The identities of persons voting one way or the other should not be revealed to the student.
- The committee chair is responsible for submitting the Results of Oral Comprehensive Exam form in GradPath. The chair will receive an email reminder, with a link to the form in the email, to submit the Results of Oral Comprehensive Exam form once the Announcement for the exam is approved by the Graduate College; alternatively the chair can open the Results form from the GradPath Pending Transactions list. The chair reports the results in GradPath- if a failed first exam, the chair notes whether the committee has recommended a second exam for the student (in accordance with program and Graduate College policy). Regardless of the outcome of the Oral Comprehensive Examination, the chair must report results.

When the student has passed the written and oral portions of the Comprehensive Examination, and the Graduate Student Academic Services office has confirmed completion of the required courses on the approved doctoral Plan of Study, the student will advance to doctoral candidacy. The student will be billed the graduate candidacy fees and will be notified by e-mail of the advancement and fees. The candidacy fees are one-time fees and the student will not be billed again if the reported graduation date is changed.

**Dissertation**

All Ph.D. programs require the completion of a dissertation which meets required standards of scholarship and demonstrates the candidate's ability to conduct original research.

Research involving human subjects or vertebrate animals requires permission from the relevant University committee. Consult your research director and the Office for the Responsible Conduct of Research for details. Their telephone number is (520) 626-5515.

Research activities involving the use of human subjects require the review and approval of the University Human Subjects Committee. Any research involving vertebrate animals must be approved by the Institutional Animal Care and Use Committee (IACUC). The student must be listed on an approved IACUC protocol before they begin their animal research. Instructions relating to the format of the dissertation and required abstracts are included in the Dissertation

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*Doctor of Philosophy in Management (Marketing) – Student Handbook | Page 22*
 Formatting Guide (including those that include previously published papers, papers accepted for publication, and/or papers with multiple authors).

Dissertation Prospectus and Proposal
Prior to forming a dissertation committee on GradPath, the doctoral candidate should prepare a short prospectus to distribute to faculty who will be asked to serve on the dissertation committee. This document allows faculty to have a general sense of what the dissertation will entail before agreeing to serve on the committee.

Once the dissertation committee is formed on GradPath, the doctoral candidate will circulate a full dissertation proposal to the committee members and the Director of the Doctoral Program at least two weeks before the dissertation proposal defense. The dissertation proposal defense is a meeting between the doctoral candidate and the dissertation committee to come to agreement regarding what is required before the student can hold a dissertation defense. The dissertation proposal in this sense is a contract between the committee and the candidate.

Every student in the doctoral program needs to have an approved dissertation proposal on file within their department. As soon as the student has an approved proposal on file within the department, the department's Director of Doctoral Studies will submit the proposal confirmation form in GradPath on behalf of the student’s dissertation committee.

Committee Appointment Form
When the student has an approved doctoral Plan of Study on file, has satisfied all required course work, language, and residence requirements, passed the written and oral portions of the Comprehensive Examination, and paid the graduate candidacy fees, the doctoral candidate must file a Committee Appointment form. Any changes to the committee should be reported to the Graduate Student Academic Services office. Under normal circumstances, submission is expected at least six months before the Final Oral Examination (i.e., Defense). Deadlines for the submission of paperwork pertaining to doctoral programs are available online at Deadlines for Completion of Degree Requirements.

The Committee Appointment form reports the student’s planned dissertation committee, dissertation title (subject to change) and the expected graduation term. It requires approval from the dissertation director and the major and minor departments. The approval signature from the minor department on this form indicates both approval of the reported dissertation committee and confirmation that the student has satisfied all requirements for the minor.

Dissertation Committee
Students will form a dissertation committee at the time of advancement to candidacy. Individual faculty members may decline membership on committees for academic reasons. Candidates must be able to develop a proposal of sufficient academic merit and on a topic that satisfies all dissertation committee members. Candidates can be suspended if they do not have an approved dissertation chair and committee.
The Graduate College requires a minimum of three members, all of whom must be current University of Arizona faculty members that are tenured, tenure-track, or approved as tenure equivalent. If a committee has only three members, all must approve the dissertation. The Marketing Department requires that the dissertation committee include four members, at least two of whom are tenure-track or tenured members of the UA Marketing faculty. The fourth member may be tenured or tenure-track, or an approved special member. Special members must be pre-approved by the Dean of the Graduate College. Any members beyond the fourth can also be tenured or tenure-track, or approved special members. All dissertation committee members are expected to attend the entire final defense, either in person or electronically via screen and voice. Since four members are required, there may be one dissenting vote at the time of the defense.

**Final Oral Defense Examination**
Upon the completion of the dissertation, the candidate must submit to a Final Oral Defense Examination. A student must be in good academic standing to schedule the defense. The examination focuses on the dissertation itself but can include general questioning related to the field(s) of study within the scope of the dissertation ([Final Oral Defense Instructions]).

The date, time, and location of the final examination must be scheduled with the Graduate College in advance using the Announcement of Final Oral Defense form in GradPath. This form should be submitted far enough in advance of the examination that all approvers can grant their approval in time for the form to reach the Graduate College not later than one week prior to the exam. The Graduate College will place an announcement on the UA master calendar to invite the public to attend the candidate's presentation of his or her work. The Final Oral Defense should be scheduled during days when the university is in session and during normal business hours. Permission to hold examinations during University holiday closures or outside of normal university business hours may be granted by Graduate College.

The doctoral candidate will circulate the completed dissertation to all committee members as well as the Director of the Doctoral Program at least two weeks prior to holding the final oral defense examination.

The Dissertation Chair presides over the examination. The initial one-hour seminar portion during which the candidate presents the dissertation and entertains questions is open to the public. The committee's examination of the candidate and their deliberation is closed to the public.

There is no minimum time limit for the Final Oral Examination, but the entire proceedings may not exceed three hours. Members of the committee must be present for the entire examination. Should special circumstances require a member to attend remotely, prior permission from the Graduate College is necessary.

If the committee requires revisions, those must be done in a timely manner, not to exceed one year. If the revisions are not completed by the dissertation submission deadline for the term
when the student defends, the student will be required to register for the next semester and will graduate in the semester when the revisions are complete and approved. If revisions are not completed by the end of the time to degree period, the student will have to re-take comprehensive examinations to demonstrate currency of knowledge.

Archiving the Dissertation
All graduating doctoral students submit their final, approved dissertation to be archived by ProQuest/UMI and the University of Arizona Campus Repository. The dissertation acceptance and submission process consists of the steps outlined below, done after you have defended your dissertation and you have final approval from your committee (i.e. with any final revisions completed). This process consists of two parts: an auditing of the PDF file you submit for archiving to verify that it meets Graduate College formatting standards as listed in step 1; and the collection of documentation as listed in steps 2 through 6.

1. Your format check begins once you submit your dissertation to the ETD ProQuest submission site. For instructions as to how your dissertation should be formatted, please review our Dissertation Formatting Guide. If your dissertation includes published papers or papers accepted for publication, you will use an alternate format as described in the formatting guide.
2. Please be sure to include a signed copy of the Approval page as page 2 of your dissertation.
3. Please submit a Distribution Rights form with your signature to your Degree Counselor in the Graduate College. You may bring the form to Room 316 of the Administration Building, fax it to (520) 621-4101, or scan and e-mail it to your Degree Counselor.
4. Please submit the 'Survey of Earned Doctorates' online survey. Please complete the survey online at https://sed-ncses.org. Since this is not a University of Arizona site, you will set up a profile to submit the survey. (NOTE: DMA students are not expected to complete the Survey of Earned Doctorates.)
5. Be sure to complete your Graduate College exit survey.
6. We need to receive any unreported grades - usually the dissertation grade. Note: The K grade for "course in progress" is discontinued as of Fall 2017; the alternative grade system, S/P/C/D/E, is replaced with the S/P/F system beginning in Spring 2018. For students with outstanding K grades the Change of K Grade form should be emailed to your Degree Counselor. The Graduate College will request this grade from the department; students do not need to secure their own grade from the department.

Optional Fees
Archiving with ProQuest and the UA Campus Repository is free of charge.

However, if you elect Open Access publishing through ProQuest/UMI, you will pay an additional fee directly to ProQuest. By paying the Open Access fee, you enable ProQuest/UMI to make your dissertation available at no cost to readers. Note that all dissertations and theses are
available free from the University of Arizona Campus Repository regardless of the publishing option with ProQuest/UMI. If you have concerns about Open Access Publishing please review this article.

You may elect to have ProQuest/UMI file for a copyright for your dissertation in your name. You can find more information on our About Copyrighting web page. If you choose to file the copyright for your dissertation, ProQuest will charge you the copyrighting fee directly. Please note that once you make your online submission, you will NOT be able to change your copyrighting decision.

**Deadline for Submitting your Dissertation**
To qualify for graduation in your intended graduation term, you must meet the dissertation submission deadline. Note that before you make the submission, you must have defended and gained final approval of your dissertation from your committee, with any post-defense revisions completed to their satisfaction.

**Publication of your Dissertation**
Once you submit your dissertation on ETD ProQuest your Degree Counselor in the Graduate College will review the formatting and email you at the email address you provided when you submitted your dissertation via ETD ProQuest. Please check your emails and ensure you make any requested formatting changes.

Once the Graduate College accepts your dissertation and receives all outstanding documents for your degree we will accept your dissertation on ETD ProQuest. Publication of the dissertation will be based on any dissertation embargo you requested (if you indicated you want to delay release). Any corrections post publication of the dissertation may incur a fee.

**Graduate Assistantship Assignments**
All doctoral students in the Marketing department are funded through a departmental teaching role and/or Graduate Associateship/Teaching Associateship (GATA) that entails 20 hours of week for faculty members or through a University Fellowship.

What follows is a set of desirable tenets in allocating GATA hours and assigning particular students to work as a GATA for faculty. However, these are not hard and fast rules that must all be followed; nor do these represent guarantees of how allocations and assignments will be made. The complexity of meeting each faculty member’s and each student’s time schedule and needs and preferences makes it impossible to guarantee that these will always be followed. However, in the interest of transparency, the allotment and allocation process will begin with these tenets as guidelines.

Faculty allocation of GATA hours should be equivalent across faculty. Modifications to this equivalent amount of hours may be made after taking into account the following:
• Faculty who are on reduced time due to sabbatical leave that is research-focused will continue to receive an equivalent amount of hours.
• Faculty who are on reduced time due to such circumstances as unpaid leave, medical leave or family leave may have similar reductions in the number of hours assigned to them. To the extent that they are still involved in research part-time, they can receive some doctoral student RA time, but not the amount that they would receive if they were on full time assignment.
• Faculty with employment contracts that specify they will receive a number of hours that is higher than the amount being assigned to other faculty will receive their contractual amount of hours.
• Faculty who have substantial grading or low-level research tasks that can be performed by an MBA assistant may be assigned an MBA assistant in lieu of some of their doctoral student RA hours.

In matching faculty with particular doctoral students to fill their allocated number of hours of support, the following will be guiding tenets:

• The assignments are forward-looking with regard to faculty and student needs and interests. The assignments do not assume that if a pairing was made in the past, it will continue.
• Student and faculty requests will be taken into account, with mutual requests receiving priority over one-sided requests.
• Candidates at the dissertation stage will have at least some of their hours be assigned to the dissertation advisor, unless unusual circumstances warrant a different assignment.
• It is desirable for candidates at the dissertation stage to have their second assignment be with another member of their dissertation committee, if possible.
• First year students will be assigned to work with at least 2 and typically 3 or 4 faculty members over the duration of their first year.
• After the first year, no student will be assigned to work with 4 different faculty members over the duration of an academic year.
• Every effort will be made to assign students to faculty working in an area of broad interest to them. Broad interest will take precedence over number of faculty worked with in the attempt to assign first year students to several different faculty members over the course of a year.
• If a student requests to work with a faculty member, and that assignment has also been made in the past, and the faculty member was not satisfied with the student’s performance in that role, leading the faculty member to not request to work with the student again, then the student’s request will not be granted.
• If a faculty member requests to work with a student, and that assignment has also been made in the past, and the student was not satisfied with the faculty member’s performance in that role, leading the student to not request to work with that faculty member again, then the faculty member’s request will not be granted.
Department Milestone Timeline by Year
The doctoral program is comprised of a number of milestones that typically occur during particular years in the program. As such, each year in the program is quite different from previous years, entailing continuous development of the student’s capabilities and knowledge. The milestones listed below detail what activities doctoral students will undertake during each of the five years of the doctoral program.

YEAR 1

- Take marketing seminars, courses in (possible) minor, and methods courses
  - 8 half-semester Marketing seminars will be offered: 4 are required of all students and 4 are options depending on the student’s area of interest.
  - Students are expected to enroll in at least 3 half-semester Marketing seminars during a semester.
  - Students are expected to enroll in the equivalent of a total of 12 units during each semester of the first year.
  - All marketing seminars have final exams.
- Beginning of 1st summer, turn in to the Director of Doctoral Studies (DDS) a short description of the topic for a summer paper, signed by Marketing faculty members who will serve as the primary and secondary advisor.
- End of 1st summer: turn in to the Director of Doctoral Studies a summer paper that provides a literature review and then proposes an empirical research project. This proposal will be graded by the Doctoral Committee and the primary and secondary advisors.
- For Graduate College purposes, this paper, in combination with the course work during the first year, serves as the written portion of the Qualifying Exam.

YEAR 2

- Continue taking marketing seminars, courses in your minor, and methods courses
  - 8 half-semester Marketing seminars will be offered, all of which are different from those offered in the first year: 4 are required of all students and 4 are options depending on the student’s area of interest.
  - Students are expected to enroll in at least 3 half-semester Marketing seminars during a semester.
  - Students are expected to enroll in the equivalent of a total of 4 semester-long courses during each semester, for a total of the equivalent of 8 semester-long courses during the second year.
  - All marketing seminars have final exams.
- A few weeks after turning in the first year summer paper, students will each receive a different published journal article in their broad area of interest. They are given one week to prepare a presentation with PPT slides that reviews and critiques the paper. This 20-minute presentation will be given to the Doctoral Committee and any other
faculty members who can attend, followed by 20 minutes for audience questions. This is the oral component of the Qualifying Exam.

- Approximately 4 weeks after turning in their summer papers and after orally presenting their critiques of an article, students will receive feedback from the Doctoral Committee and other participating faculty regarding their summer paper proposals.
- Approximately 2 weeks after orally presenting their critiques of an article, students will receive feedback from the Doctoral Committee and other participating faculty.
- By the end of the third semester, the Graduate College expects that students will file their Doctoral Plan of Study online on GradPath (accessed by UAccess). If the student encounters difficulty in meeting this expectation, the student should consult with the advisors and with the Director of the Doctoral Program.
- Approximately 3 weeks after the start of the spring semester (around Feb. 15), students will turn in to the Doctoral Committee an empirical paper. In most cases, this will be a continuation of the work proposed in the first year summer paper. However, in the event that the first draft does not show sufficient promise, the student may choose a different topic for the second draft submission, with the consent of two advisors and the Director of the Doctoral Program. If the student wishes to change topics and therefore advisors between the submission of a proposal and the submission of the empirical paper, the student should notify the Director of the Doctoral Program sometime relatively early in the fall semester of the second year.
- After receiving feedback on this empirical paper but during the spring semester, all 2nd year students will make a 20-minute oral presentation of the paper to the faculty, similar in format to a conference presentation.
- Complete Plan of Study on Gradpath Spring semester 2nd year

YEAR 3

- During Year 3, students begin the three phases of their Comprehensive Exam: a Written Comprehensive Exam in Marketing, whatever paper or exam the minor field requires for a Written Minor Comprehensive Exam, and a combined Oral Comprehensive Exam with a committee of faculty from both fields. These three phases occur in that order. The Written Comprehensive Exam in Marketing will be scheduled during the first summer session in the summer between Years 2 and 3. It is open book and open note, but no previously written material may be block pasted into the exam. It is taken simultaneously by all students in a cohort and covers all of the required marketing seminars and the optional marketing seminars taken by a student. As a result, there are some questions that all students will receive, and others that will vary based on the seminars taken. Students will receive feedback prior to the beginning of the fall semester of their 3rd year.
- The Minor Comprehensive Exam varies in structure by field. Students should consult their minor advisor early in their program to learn what they are required to complete prior to taking the Minor Comprehensive Exam.
• The combined Oral Comprehensive Exam can be scheduled after the student successfully completes the written comprehensive exams in both Marketing and the minor field. The committee for this exam is formed by the student and must include members from both fields.
• During Year 3, students will continue to take courses that are of interest, but will have completed their formal coursework in marketing, other than independent studies and dissertation units.

YEAR 4

• By the beginning of the 4th year, students should have completed all three portions of the comprehensive exam.
• By the middle of the 4th year, students should form their dissertation committee and then hold a dissertation proposal defense when that committee indicates the student is ready to proceed.
• In June following the 4th year, students will send out applications for faculty positions that they would like to be considered for through an interview at the AMA meetings in August.
• During Year 4, students may take a course or two if it is of high interest and pertinence to their research, but most of their attention should be on advancing their research projects toward publication.

YEAR 5

• Job interview trips typically occur in the fall semester, although a secondary round of interviews occurs in the spring.
• The dissertation defense usually occurs during the spring semester of Year 5.

Remediation

What happens when students are deemed to be not making satisfactory progress? An evaluation of “not making Satisfactory Academic Progress” is grounds for removal of funding from The Eller College of Management Department of Marketing and may be grounds for removal from the program. Students judged to have academic difficulties (e.g., poor grades, failing or at risk of failing to satisfy program requirements) will receive written notice from the Ph.D. Committee with specific suggestions as to how these problems might be remedied and the date by which such actions must be taken. This notification will be copied to the Graduate College.

The Graduate College has established guidelines, which departments must follow in order to dismiss graduate students from their programs. Students should familiarize themselves with the steps in process so they will know their rights, responsibilities, and remedies should such a situation develop. Students who fail to remediate by the deadlines specified may be dismissed from the program.
Annual Review Process
Marketing PhD students are subject to annual evaluation for satisfactory progress based on the progress of their research, their performance as a Graduate Assistant, their grade point average, and their overall progress towards completing their degree.

TRAVELING ON BEHALF OF THE UNIVERSITY OF ARIZONA
Prior to traveling, a Travel Authorization Request form must be completed and approved by the Department Head.

Please follow the steps below to fill out a travel authorization request.

Please follow the steps below to fill out a travel authorization request.

1. Visit https://admin.eller.arizona.edu
2. Click FACULTY AND STAFF RESOURCES then Select Travel Authorization Request
3. Sign in Using Net ID username and password
4. Set Department as “3006-Marketing” and fill out travel authorization with your trip info

If you are traveling internationally, you must register your trip through the UA International Travel Registry prior to departure: https://ua-risk.terradotta.com/

Travel Tips

- When you purchase airfare, the State of Arizona allows only the most economical (so, no upgrades). Please keep your receipt.
- Phone calls on hotel bill must be business calls & justified
- If a meal is included in the conference registration, you may not claim Per Diem for that meal
- Any expenses on personal time are not reimbursable. Personal time must be approved in advance.
- Car Rental must be justified and authorized in advance.
- Hotel - for your hotel to be covered as designated lodging, it must match what is listed on the conference website. Please keep your hotel invoice/receipt.
- If you plan on taking an Uber/Lyft or Taxi to/from the airport. Please keep your receipts.

A valid receipt will have:
An itemized list of what was purchased, including:

1. The amount of the purchase
2. The date of the purchase
3. The name of the vendor
4. The business purpose of the purchase

Note that a credit card statement is not a valid receipt by itself.
MINOR IN MARKETING REQUIREMENTS
FOR PHD STUDENTS IN OTHER FIELDS

Contact
Doctoral students from other departments who are interested in choosing Marketing as a minor should go through the same channel. One marketing faculty member serves as the Marketing Minor Coordinator. He or she helps all the students go through the enrollment process, program requirements, arrange comprehensive exams, and maintain a record of each student’s progress for the Marketing Department. To help facilitate communications and maintain consistent standards, the Marketing Minor Coordinator is usually a member of the Marketing Doctoral Program Committee.

While not required, we also encourage the applicant to get connected with other marketing faculty members and find a person who has similar research interests. Once the applicant is accepted into the program, the faculty member may function as the student’s marketing minor advisor to help the Marketing Minor Coordinator with procedural issues such as course selection and comprehensive exams, and to work with the student on research or independent studies.

Enrollment Process
Applicants are encouraged to visit the Marketing Department website to obtain information about the marketing faculty and the courses. If a student decides that marketing is the minor program of interest, an application package should be sent to the Marketing Minor Coordinator. The student can only apply to the minor in marketing after receiving and accepting admission into the doctoral program in their major.

The application to the package should include:

- Transcript of previous courses (photocopy is acceptable)
- GMAT, GRE, or an equivalent test score (photocopy is acceptable)
- A one-page personal statement of purpose, qualification, and how a marketing minor fits with the major
- One letter of recommendation from a faculty member in the major department

Course Requirements
Six doctoral-level seminars that cover substantive topics in marketing are required. Each doctoral seminar is half-a-semester 2 credit hour course. The student can choose the six courses from the following:

- Foundation Theory 1
- Foundation Theory 2
- Foundation Method (Constructs and Measurement)
- Foundation Method (Experimental Design)
• Foundation Consumer Culture Theory (CCT)
• Foundation Consumer Psychology (CP)
• Foundation Models
• Foundation Strategy
• Foundation Academic Writing
• Special Topics in Marketing ((any other 600 level doctoral seminar that is offered)

The six doctoral seminars each worth 2 credits (12 units) is equivalent to three regular semester long courses. Alternatively, the student can also choose four courses (8 units) from the above list, students can choose to conduct a semester long 3-credit Independent Study (MKTG 699) with any tenure track marketing faculty member. The Independent Study must be research intensive and, upon finishing, the student must receive satisfactory evaluation from the advisor. Important:

(1) The student must have an approved course plan when starting the marketing minor program. The course plan needs to be signed by the student, the Marketing Minor Coordinator, and if available, the student’s marketing minor advisor. A copy of the plan is to be kept with the Marketing Department. Necessary changes can be made during the program with the agreement of the student, the coordinator, and the advisor.

(2) The Marketing doctoral minor may take 3 or more semesters to complete. Students must understand this before committing to the minor.

Comprehensive Exam
Once the coursework has been completed the student must take a written comprehensive exam. Typically, this exam will have two questions, with a total of 3-4 hours available to answer them. The exam will take place in the Marketing Department on a date that is agreed by the student and the Marketing Minor Coordinator.

The exam is normally scheduled so that two or more students can take it at the same time. It may also be scheduled on the same date when some marketing PhD students take their comprehensive exams. Each question will be graded by at least two faculty members. To pass the exam, the student must receive at least a Low Pass on both questions.

Other Information
Marketing department website: https://marketing.eller.arizona.edu/

Some important policies related doctoral minor program requirements can be found on the UA Graduate College website: https://marketing.eller.arizona.edu/doctoral/minor