



THE UNIVERSITY OF ARIZONA  
ELLER COLLEGE OF MANAGEMENT

**Marketing**

Doctor of Philosophy in Management

**MARKETING**

**Doctoral Student  
Handbook**

*Department of Marketing | Eller College of Management  
University of Arizona*

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*The requirements in this handbook apply to students entering the Ph.D. 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>).*

## INTRODUCTION TO THE DEPARTMENT AND PROGRAM

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### Ph.D. in Management – Marketing

The Ph.D. 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

### Expected Learning Outcomes

The Ph.D. program is designed to help students to develop the following:

- Expertise in academic marketing research, including 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 Ph.D. 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.

### 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 the 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 in Tucson, Arizona, USA. Our offices are on the third floor of McClelland Hall in the 320 suite. All department offices are numbered 320 with a letter following.

- [Marketing Department Website](#)
- [Marketing Doctoral Program Website](#)

### How Can You Contact Us?

- Director of Doctoral Studies Caleb Warren: [calebwarren@arizona.edu](mailto:calebwarren@arizona.edu)

### Program Admission Requirements

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

Applicants must meet the admission requirements of both the [Graduate College](#) and the Department of Marketing. Each application is reviewed by the Ph.D. Admissions Committee.

### Minimum 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 (*strongly recommended*)
- Math proficiency (*college calculus plus introductory probability and statistics*)
- International students must meet the [Graduate College's English Proficiency Requirements](#) to be considered for admission.
  - 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.

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### 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 all applicants (domestic and international) is January 1.

### Application Materials

All students will complete a graduate application through the university's online portal: [GradApp](#).

- Official transcripts of all undergraduate and graduate work including summer session work

- Official transcripts must be sent directly to the University of Arizona from the educational institutions
- GMAT/GRE scores
- 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 (international applicants only)

**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](mailto:transcripts@grad.arizona.edu). Your recommenders will be requested by UA 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 are proven in several 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 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 a 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 a 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). 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.

For further information regarding funding opportunities, visit the [Graduate College: Funding Your Education webpage](#).

### Graduate Assistantship Assignments

All doctoral students in the Marketing Department are funded through a Graduate Associateship/Teaching Associateship (GATA) that entails 20 hours per week for faculty members or through a university Fellowship.

Your responsibilities as a GATA include:

- Students are expected to work up to 10 hours per week for each GATA position.
- Students typically hold two 10 hrs./week positions per semester, except for semesters in which:
  - They receive funding from an outside source (typically only 1<sup>st</sup> year students who win an award/scholarship from the university)
  - Students will be assigned only 10 hrs./week of GATA work for faculty semesters in which they are the lead instructor for a course.
  - Students will be assigned only 10 hrs./week of GATA work for faculty semesters in which they are the lab manager.
- Students are expected to meet with their assigned faculty during the first week of their academic semester employment based on the [Graduate College's Appointment Periods and FTE Information](#).
- Faculty should discuss their expectations for the semester and the type of work the student should expect to do.
- Faculty may assign students any academic work, which could include, but is not limited to:
  - Tasks related to the faculty member's research (lit reviews, data coding, data collection, etc.)
  - Tasks related to teaching (class prep, grading, office hours, etc.)
  - Tasks related to service work (reviews, administrative assistance, etc.)
- Students may be expected to work in the lab as part of their GATA hours. If students are working 10 hours a week in the lab, faculty should not assign them additional work that week.

- **The GATA position is separate from academic advising and scholarly collaboration. The students and faculty may begin working on joint research, but the purpose of the position is not to develop or advance joint research projects.**

Faculty and students are free to organize their work arrangement as fits best for them. However, we recommend the following practices, which can help keep the workload clear and fair for the students.

- When faculty assign students a task, they should:
  - estimate how long they expect the task to take
  - the deadline by which the student should complete the task
- Students should submit the task:
  - By the deadline, unless the task takes longer than the faculty estimated
  - If the student is unable to submit the task by the deadline, then they should write to the faculty to update them on the progress they have made, explain why the task will be late, and tell the faculty when they expect to complete it.
  - When students submit the task, they should tell the faculty how long it took to complete, so faculty can adjust their expectations on future tasks.

If either the student or the faculty have any concerns about this work arrangement (e.g., if the student thinks that the faculty is assigning too much work or inappropriate work), they should contact the Director of Doctoral Studies first. If issues are not resolved, then they should contact the Department Head. If the issue is related to the Director of the Doctoral Program, students should contact the Department Head.

The assignments of students and faculty for these assignments will be based on faculty availability, need, and past successful (or unsuccessful) working relationships. Because research fit is not the highest priority when assigning students to GATA positions, students may be assigned to assist faculty whose research interest does not match their own.

### Developing Relationships with Faculty Advisors

Doctoral students work closely with faculty members from the beginning of the program. The students' academic advisors will help them develop their research, find appropriate classes, and otherwise mentor them in their journey as scholars. **Note that a student's academic advisor(s) are separate from the GATA assignments. Academic advisors should not assign students RA or TA tasks unless the student is also assigned to work for them in a GATA position.**

The student must get written permission from their academic advisor(s) before signing up for classes as well as before spending university money (e.g., using research funds to run online studies, attend a conference, buy software, etc.)

Ideally, students develop a relationship with one or two advisors early in the program and continue this relationship through their dissertation. Sometimes, however, students discover that they fit better with a faculty advisor to whom they were not initially paired. To account for both the ideal and reality, we use the following procedure to pair students with advisors.

## Year 1

Before beginning the program, all students will be assigned two faculty advisors for their first year.

## Before Year 2

Before beginning their first-year summer research proposal, students need to find one or two advisors for their summer research proposal and their second year. After getting approval from the faculty advisor, the student must submit an email to the director and coordinator of the doctoral program in which they declare their one advisor or two co-advisors for their summer paper and second year. The advisors should be included on the email. They can be the same as the first-year advisors, but they do not need to be.

## Changing advisors, Year 2 and beyond

By default, the advisor(s) that the student declares before the second year remain the advisors moving forward. However, the student may change their advisor(s) at any time before completing their dissertation proposal (i.e., oral comprehensive exam) by submitting an email declaration to the director and coordinator of the doctoral program. The student needs the approval of their new advisor(s) beforehand, and the advisor(s) should be included on the email. For instance, the student may decide to change advisors for their empirical paper that they submit during their second year. They may do so by following this procedure.

Once the dissertation chair and committee are formed through GradPath, this assignment remains fixed through the remainder of the doctoral program. 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.

## **DEGREE REQUIREMENTS**

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### **Credit 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.

The University of Arizona minimum of...

- 36 units of coursework in the **major** subject (includes seminars and research units)
  - At least 22 units on the Doctoral Plan of Study must be in courses in which regular grades (A, B, C) have been earned.
  - A minimum of 12 units of regular grades taken at The University of Arizona are required to establish the Grade Point Average (GPA).
  - 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 a grade of D are not counted toward a graduate degree.
- 9 units in the **minor** subject
- 18 units of **dissertation** credits

Typically, doctoral students in Marketing complete 10 semesters (5 years) in their doctoral program:

- Four semesters (2 years) taking courses required for the major and minor fields
- Two semesters (1 year) completing all components of the comprehensive exam
- Four semesters (2 years) working on the dissertation.
- In addition, research is conducted throughout all five years of the program.

The University of Arizona requires that all units of credit counted toward the degree must be taken for graduate credit, including any courses transferred from another institution.

## Seminars – Quant/Strat Students

Seminar/Course	Semester	Graded or Non-Graded	Units
<b>Year 1</b>			
MKTG 695A Colloquium (Proseminar)	Fall + Spring	Graded	2 Units <i>(1 Unit/Semester)</i>
MKTG 612 Research Methods in Marketing	Fall	Graded	3 Units
Elective or Minor seminar	Fall	Graded	3 Units
MKTG 600 Academic Communication	Fall	Graded	3 Units
MKTG 652 Marketing Strategy	Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
<b>Year 2</b>			
MKTG 695A Colloquium (Proseminar)	Fall + Spring	Graded	2 Units <i>(1 Unit/Semester)</i>
MKTG 662 Marketing Models	Fall	Graded	3 Units
Elective <b>OR</b> Minor seminar	Fall	Graded	3 Units
CB Foundations <b>OR</b> CB Methods	Fall <b>OR</b> Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
<b>Year 3</b>			
MKTG 900 Research	Fall + Spring	Non-Graded	12 Units <i>(6 Units/Semester)</i>
<b>Year 4</b>			
MKTG 900 Research	Fall	Non-Graded	6 Units
MKTG 920 Dissertation * <small>* Must complete Dissertation Proposal/Oral Comprehensive Exam and submit their Dissertation Committee Form on GradPath before enrollment</small>	Spring	-	6 Units
<b>Year 5</b>			
MKTG 920 Dissertation	Fall & Spring	-	12 Units <i>(6 Units/Semester)</i>
<b>Total Coursework Units in Major</b> <i>(Graded + Non-Graded Research)</i>			<b>37 Units</b>
<b>Total Graded Units in Major</b>			<b>28 Units</b>
<b>Total Dissertation Units</b>			<b>18 Units</b>
<b>Total Minor Units</b>			<b>9 Units</b>

## Seminars – Consumer Behavior Students

Seminar	Semester	Graded or Non-Graded	Units
<b>Year 1</b>			
MKTG 695A Colloquium (Proseminar)	Fall + Spring	Graded	2 Units (1 Unit/Semester)
CB Foundations	Fall	Graded	3 Units
Elective <b>OR</b> Minor seminar	Fall	Graded	3 units
Elective <b>OR</b> Minor seminar	Fall	Graded	3 units
CB Methods	Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
<b>Year 2</b>			
MKTG 695A Colloquium (Proseminar)	Fall + Spring	Graded	2 Units (1 Unit/Semester)
MKTG 600 Academic Communication	Fall	Graded	3 Units
CB Topics 2	Fall	Graded	3 Units
MKTG 612 Research Methods in Marketing <b>OR</b> MKTG 652 Marketing Strategy	Fall <b>OR</b> Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
Elective <b>OR</b> Minor seminar	Spring	Graded	3 Units
<b>Year 3</b>			
MKTG 900 Research	Fall + Spring	Non-Graded	12 Units (6 Units/Semester)
<b>Year 4</b>			
MKTG 900 Research	Fall	Non-Graded	6 Units
MKTG 920 Dissertation * <i>* Must complete Dissertation Proposal/Oral Comprehensive Exam and submit their Dissertation Committee Form on GradPath before enrollment</i>	Spring	-	6 Units
<b>Year 5</b>			
MKTG 920 Dissertation	Fall & Spring	-	12 Units (6 Units/Semester)
<b>Total Coursework Units in Major</b> (Graded + Non-Graded Research)			37 Units
<b>Total Graded Units in Major</b>			28 Units
<b>Total Dissertation Units</b>			18 Units
<b>Total Minor Units</b>			9 Units

### Enrollment in Seminars/Courses

You will be automatically enrolled in required marketing Ph.D. 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.) contact the seminar instructor and/or the appropriate department to gain approval to take the course.

### Doctoral Minor Requirements

Ph.D. students are required to complete a doctoral minor. A doctoral minor allows students to gain in-depth knowledge in a cognate field of interest and to expand the interdisciplinary knowledge necessary for solving complex problems and addressing grand challenges.

Each doctoral minor program determines their own curriculum, academic requirements, and required credits. However, the minimum required credits for any doctoral minor is 9 graduate units. A comprehensive exam covering the minor is required to complete a minor.

The credit earned toward a doctoral minor can only be counted toward the doctoral minor and not also counted toward the major (no double-dipping). Specifically, students may not apply minor course credit to both the minor and major area of study.

A student considering multiple minors should talk to their faculty advisor in advance taking into consideration the additional cost, time to degree completion, and planning with regard to comprehensive exams.

Students admitted to their graduate program prior to Fall 2014 may be able to apply up to 6 units of 400-level credit from the University of Arizona toward their minor if not used toward an undergraduate degree (these units will not receive graduate credit or be calculated in the graduate grade-point average).

## DEPARTMENT MILESTONES & GRADPATH FORMS

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### What is GradPath?

It is the Graduate College's system for electronic processing of graduate students' forms for their degrees, replacing the previous paper forms. Students complete and submit forms online through UAccess Student. An automated workflow engine then routes the electronic forms to everyone who needs to see or approve them.

- On the main page of your **Student Center**, click the dropdown menu in the **Advising** link.
- Click the link to **GradPath**
- You are first directed to the landing page, which contains links and other helpful information. From there, click the **GradPath Forms** link to reach your forms page.

### Doctoral students have 9 required GradPath forms:

1. Responsible Conduct of Research Statement
2. Plan of Study
3. Comp Exam Committee Appointment Form
4. Announcement of Doctoral Comprehensive Exam
5. Results of Comprehensive Exam (submitted by committee chair)
6. Doctoral Dissertation Committee Appointment
7. Prospectus/Proposal Confirmation (submitted by department graduate coordinator)
8. Announcement of Final Oral Defense
9. Results of Final Oral Defense (submitted by committee chair)

### Responsible Conduct of Research Statement Form (GradPath) | Year 1

This is the first form you must complete in GradPath – you will not be able to open any of the other required forms until this is completed. To see the form, click Create New. Make sure you've read the **General Information** section. Then, in the **Certified** section, read the statement and check the box.

This form does not require any approvals; once submitted you are immediately able to access the next applicable form. To return to your forms page, click the **Return** button.

### Qualifying Examination

A qualifying examination or diagnostic evaluation may be required to demonstrate acceptability to pursue the doctorate as well as to determine areas of study where further course work is necessary. Please review the requirements of the program for more information.

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 serves 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.

The Qualifying Exam has the following parts:

1. Coursework taken in the first year of the program
2. Written Report: Research Paper Proposal (*Summer 1<sup>st</sup> Year*)
3. Presentation: Research Paper Proposal (*Fall 2<sup>nd</sup> year*)

4. Written Report: Original Empirical Research (*Spring 2<sup>nd</sup> year*)
5. Presentation: Original Empirical Research (*Spring of 2<sup>nd</sup> year*)

**To continue in the doctoral program, the student must pass all parts of the Qualifying Exam.**

*Written Report: Research Paper Proposal | Year 1*

The research project proposal allows the student to define a topic in his/her 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 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 submit 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. It should also provide a detailed, planned research method (e.g., study design, analysis plan, preliminary analytical model, etc.). This proposal will be graded by the primary and secondary advisors. If they do not agree on a grade, then a third member of the Doctoral Committee will read and decide on which grade offered by the advisors is more accurate.

If 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 a Fail Grade is Received:**

If the Committee and advisors agree that the presentation should receive a grade of fail, they can choose to either:

1. Request a revision/rewrite of the proposal
  - a. 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.
  - b. 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:

- i. Offer the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS
  - ii. counsel the student to exit the program.
2. Give the student the option to shift into the MS program while counting all doctoral coursework as hours toward the MS
3. Counsel the student to exit the program.

### *Presentation: Research Paper Proposal | Year 2*

The purpose of this oral presentation is to assess your ability to develop and communicate a research idea. A few weeks after turning in the first-year research paper proposal, you will present your proposal to the faculty and other Ph.D. 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 the 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?

Within a month after turning in and presenting their research proposal, students will receive feedback from the Doctoral Committee and other participating faculty.

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 a Fail Grade is Received:**

If the presentation should receive a grade of fail, they can choose to either:

1. Request a redo of the presentation
  - a. 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 offer the student the option to shift into the MS Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM or counsel the student to exit the program.
2. Give the student the option to shift into the MS Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM
3. Counsel the student to exit the program

*Written Report: Empirical Research Paper | Year 2*

Approximately 3 weeks after the start of the spring semester (around Feb. 15), students will submit 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.

This paper can be a continuation of the research proposed in the first-year research paper proposal or it can be a different project. If the student wishes to change topics between the submission of a research 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.

Note: students may submit another type of paper, such as an analytical model, if their advisor approves.

Empirical papers will be graded on a 4-point scale – High pass, pass, low pass, and fail by the students' two advisors. If the advisors recommend different grades, then a third evaluator from the Ph.D. committee will provide another grade.

**If a Fail Grade is Received:**

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
  - a. 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 offer the student the option to shift into the MS

Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM or counsel the student to exit the program.

2. Give the student the option to shift into the MSM Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM
3. Counsel the student to exit the program

### *Presentation: Empirical Research Paper | Year 2*

After receiving feedback on their empirical paper during the spring semester, 2<sup>nd</sup> year students will make a 15-minute oral presentation of their papers to the faculty, followed by 15 minutes of questions, similar in format to a conference presentation.

The guidelines for this oral presentation follow those of the previous presentation but with more weight on the student's ability to analyze and interpret the data, which may not have been a part of the previous presentation.

Presentations will be graded on a 4-point scale – High pass, pass, low pass, and fail.

### **If a Fail Grade is Received:**

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
  - a. If the option of a redo of the presentation 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 offer the student the option to shift into the MS Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM or counsel the student to exit the program.
2. Give the student the option to shift into the MSM Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM
3. Counsel the student to exit the program

### **Plan of Study Form (GradPath) | Year 2**

#### **GradPath Instructions: 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 course work 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.

## Comprehensive Examination | Year 3

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:

1. A written exam in the **major**
2. An oral exam/presentation in the **minor** (Check with your minor advisor on specific requirements)
3. An oral exam in which students propose a plan for their dissertation

The comprehensive exam, taken after the completion of all required coursework in both the major and minor fields, occurs later than the qualifying exam and serves as the department's assessment of whether to advance the student to candidacy. Before becoming a candidate for a doctoral degree, the student must pass both a written exam in the major and minor fields and an Oral Comprehensive Examination. This examination tests the student's comprehensive knowledge across the general field of study and in-depth within the area of specialization.

Normally, the written comprehensive exam will take place during the summer between the second and third year. The oral exam (i.e., dissertation proposal) will take place during either fall or spring semester (with the minor exam completed sometime between).

The deadline for completing the oral comprehensive exam (i.e., dissertation proposal) is the fall semester of fourth year, but we recommend completing it by the end of the third year.

### *Written Comprehensive Exam in Major*

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. The purpose of this exam is to demonstrate comprehensive knowledge across all areas in the field of marketing.

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 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.

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.

Students will receive feedback prior to the beginning of the fall semester of their 3<sup>rd</sup> year

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 a Fail Grade is Received:**

If the Committee and advisors agree that the Written Comprehensive Exam should receive a grade of fail, they can choose to either:

1. Offer the student the opportunity to retake the exam after two months have passed.
  - a. If the student is offered the opportunity to retake the Written 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.
2. Give the student the option to shift into the MSM Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM
3. Counsel the student to exit the program

### ***Oral Comprehensive Exam in Major - Dissertation Proposal***

After completing the written comprehensive exam in marketing (and your minor, if required), 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.

**The first part of the oral exam, the dissertation proposal, is open to the public.** The final part of the oral exam is open to only the committee members. The chair of the dissertation committee can decide at which point attendees who are not on the student's committee must leave.

### **Here are the steps you should take to propose your dissertation:**

1. Find a dissertation advisor. Before assembling a committee, you should find one (or possibly two) faculty to serve as your dissertation advisor(s).
2. Work with your advisor(s) to find other members of your **dissertation committee**.
3. We recommend that you 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. (The prospectus is not required, but will be help faculty decide whether to serve on your dissertation committee.)
4. 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. We recommend formatting your proposal according to the requirements of esteemed dissertation proposal competitions (e.g., the MSI, Clayton,

or SCP competitions) so that you can submit your work to these competitions. That said, the specific format of your proposal, presentation, and eventual dissertation is up to you and your advisor.

5. Schedule a date to present your dissertation proposal & submit **Announcement of Doctoral Comprehensive Exam Form on GradPath.**
  - a. Circulate your written proposal to the committee members and the Director of the Doctoral Program at least two weeks before your presentation date.
  - b. Work with your advisor to outline a plan for the dissertation proposal / oral exam. This plan should specify the amount of time the student will have to present, how the time will be divided between the proposal and any other part of the oral exam, and whether the student will need to answer questions throughout their proposal or only afterwards. Include this plan in the email to the Director of the Doctoral Program.
6. Present your proposal to your committee.
  - a. 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.
7. 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.
  - a. If the student does not pass their initial attempt, they may be given one more chance.
8. Once the student passes, the committee chair will submit the file within the department, and the department's Graduate Coordinator will submit the **Dissertation Prospectus/Proposal Form** in GradPath.

Here are a few other requirements from the Graduate College:

- A secret and closed 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.
- **Graduate College Info for Oral Comps**
- **Graduate College Policies and Procedures for Oral Comps**

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.

### **If a Fail Grade is Received:**

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
  - a. 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 offer the student the option to shift into the MS Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM or counsel the student to exit the program.
2. Give the student the option to shift into the MS Marketing (MSM) program while counting all doctoral coursework as hours toward the MSM
3. Counsel the student to exit the program

### *Comprehensive Exam Committee Appointment Form (GradPath)*

### **GradPath Instructions: Comprehensive Exam Committee Appointment Form**

The student is responsible for forming a comprehensive examination committee of faculty representing both the major and the minor programs. The examining committee must consist of a minimum of four members. The Major Advisor and two additional members must be members of the **Graduate Faculty**. The fourth member may be a member of the Graduate Faculty or an approved Special Member. Any members beyond the fourth can also be members of the Graduate Faculty or approved Special Members.

### *Announcement of Doctoral Comprehensive Exam Form (GradPath)*

### **Grad Path Doctoral Exam Announcements Instructions**

Before you can access the Announcement of Comprehensive exam the following GradPath forms must be fully approved:

- The Doctoral Plan of Study
- The Comprehensive Exam Committee

### *Comprehensive Exam in Minor*

The doctoral minor is a required part of the doctoral oral comprehensive exams. A written and oral comprehensive exam is required for the major degree portion of the exam; however, the minor department determines whether to require a written portion of the exam.

## Dissertation | Year 4 - 5

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 Formatting Guide** (including those that include previously published papers, papers accepted for publication, and/or papers with multiple authors).

### *Dissertation Prospectus/Proposal Form (GradPath)*

Every student in a doctoral program needs to have an approved dissertation prospectus or proposal on file within their department. As soon as the student has an approved prospectus/proposal on file within the department, the department's Graduate Coordinator will submit the prospectus/proposal confirmation form in GradPath on behalf of the student.

### *Dissertation Committee*

Students will form a dissertation committee by 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 their committee. Candidates may be discontinued from their program for failure to make academic progress if they do not have an approved dissertation chair and committee.

- The Graduate College requires a minimum of three **Graduate Faculty** members on a dissertation committee. Fourth and subsequent members may be Graduate Faculty or Special Members. If a committee has only three members, all must approve the dissertation. In departments that require four or more members, there may be one dissenting vote. All dissertation committee members are expected to attend the entire final defense.
- 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 University of Arizona 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.

### *Dissertation Committee Appointment Form (GradPath)*

#### **GradPath Introduction to the Dissertation Committee Appointment**

When the student has an approved doctoral Plan of Study on file, has satisfied all coursework, language, and residence requirements, and passed the written and oral portions of the Comprehensive Examination, he or she 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.

### *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 University of Arizona 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.

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.

### *Submission of the Dissertation*

Upon successfully defending their dissertation, the candidate submits the dissertation electronically via the [submission website](#) maintained by ProQuest/UMI. They need to do this before the [submission deadline](#) for the desired graduation term. The Graduate College will check the formatting of the dissertation and may request changes. When the dissertation has been accepted by the Graduate College and all other [final items](#) are accounted for, the degree will be awarded provided the degree [conferral date](#) for the graduation term has been reached.

### *Storage and Publication of Dissertation*

ProQuest/UMI catalogs and stores the dissertation and sends catalog information to the Library of Congress for distribution for depository catalogs and libraries. The dissertation will also be archived in the [University of Arizona Campus Repository](#), where it serves as the record of the student's research.

Publication of the dissertation by ProQuest and the Campus Repository does not preclude publication by other means, and candidates are urged to submit dissertation material to one or more scholarly or professional journals. Suitable acknowledgment must indicate the publication was a dissertation, or portion of a dissertation, submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy at the University of Arizona.

## TIMELINE BY YEAR – MILESTONES & GRADPATH FORMS

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The doctoral program is comprised of a few 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

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- Fall & Spring:
  - Take required marketing seminars and courses in your selected minor.
  - Submit the **Responsible Conduct of Research Statement Form** on GradPath
- Summer:
  - **Written Report: Research Paper Proposal**
    - Beginning of Summer – Submit to the Director of Doctoral Studies 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 Summer - Submit 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 primary and secondary advisors. If they do not agree on a grade, then a third member of the Doctoral Committee will read and decide on which grade offered by the advisors is more accurate.

### Year 2

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- Before the fall semester begins, find either one or two faculty who are willing to serve as your second-year advisor(s). Send an email, with your advisor(s) CC'd, to inform the Director and Coordinator of the Doctoral Committee about your advisor(s) for the second year.
- Fall:
  - Take required marketing seminars and courses in your selected minor.
  - **Presentation: Research Paper Proposal**
  - Within a month after turning in and presenting their research proposal, students will receive feedback from the Doctoral Committee and other participating faculty.
- Spring:
  - Take required marketing seminars and courses in your selected minor.
  - Submit **Plan of Study** on GradPath
  - **Written Report: Empirical Research Paper**
    - Approximately 3 weeks after the start of the spring semester (around Feb. 15), students will submit an empirical paper to the Doctoral Committee.
  - **Presentation: Empirical Paper**
    - After receiving feedback on this empirical paper but during the spring semester, students will make a 15-minute oral presentation of the paper to the faculty, similar in format to a conference presentation, followed

by 15 minutes of questions.

### Year 3

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- If you plan to change your advisor(s), submit an email informing the Director and Coordinator of the Doctoral Committee of who your new advisor(s) will be. Include both your former and new advisors on the email.
- Students can continue to take courses that are of interest but will have completed their formal coursework in marketing, other than independent studies and dissertation units.
- **Comprehensive Examination:**
  - **Written Comprehensive Exam in Major**
    - The Written Comprehensive Exam will be scheduled during the Summer between Years 2 and 3.
  - **Oral Comprehensive Exam / Dissertation Proposal**
    - GradPath Forms required for the Oral Comp Exam:
      - **Comprehensive Exam Committee Appointment Form**
      - **Announcement of Doctoral Comprehensive Exam Form**
- Submit **Dissertation Committee Appointment Form** on GradPath
  - The Dissertation Committee Appointment Form should be submitted and approved by the end of Fall Year 3.
- Students may be assigned to teach a class during Year 3.

### Year 4

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- Students should be focused on advancing their research
- Towards the end of the year, students should work with their advisor to prepare their job market materials. Typically, this includes a CV, cover letter, research statement, teaching statement, and article or articles illustrating the student's research.
- Students may be assigned to teach a class during year 4.

### Year 5

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- Students may be assigned to teach a class during year 5
- Job interview trips typically occur in the Fall semester, although a secondary round of interviews occurs in the Spring.
- **Final Dissertation Defense**
  - Usually occurs during the Spring semester
  - Submit **Announcement of Final Oral Defense** form on GradPath: **GradPath Doctoral Exam Announcements Instructions**
- **Submit Your Dissertation**

## IMPORTANT UNIVERSITY RULES & REGULATIONS

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### 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 an A or B or the equivalent at the institution where the course was taken.
- Transferred units may not count toward more than one doctorate.
- No more than 12 units taken in Medicine, Law, or Pharmacy Practice may be used toward a doctoral degree.
- 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 year of study to have the courses evaluated for transfer eligibility.

Grades and the number of units for transfer credits may be adjusted so that they are consistent with the University of Arizona grading and credit system. Transfer credits used on a fully approved Plan of Study appear with a grade of “T” on the University of Arizona transcript and are not calculated in the University of Arizona GPA. The name of the transfer institution appears on the University of Arizona transcript with the number of transfer units from that institution that were brought in towards the graduate degree.

### 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.Ds. requirements.
- No course may be counted toward the requirements for more than two plans (at UA or elsewhere).

- 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).

### Continuous Enrollment

A student admitted to a doctoral program must register each fall and spring semester for a minimum of 1 graduate unit, from original matriculation until all course and dissertation requirements (including submission of the dissertation to the Graduate College) 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.

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 the **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 their visa.

Doctoral students who have maintained continuous enrollment and are taking only comprehensive exams during a summer or winter term do not have to register for graduate credit during that summer or winter session.

Doctoral students must enroll in at least 1 unit of dissertation in the Spring or Fall semester that they undertake their final oral defense. Doctoral students who have maintained continuous enrollment, fulfilled all their other degree requirements, as well as the 18 hours of dissertation, and were enrolled in the prior semester may defend and file for the degree in the summer or winter term without registration while they complete their dissertation. If, however, students need library privileges or plan to use other University facilities or need significant faculty time during the summer or winter session, enrollment is required. Enrollment in GRAD 922 to allow access to the library during the summer or winter terms is available to eligible master's and doctoral students.

Unless excused by an official graduate Leave of Absence (which except under exceptional circumstances, may not exceed one year throughout the student's degree program), all graduate students are subject to the Continuous Enrollment Policy. Students requiring significant faculty time (e.g. advising, reviewing, collaborating) must be enrolled rather than on Leave of Absence. If the student fails to obtain a Leave of Absence or maintain continuous enrollment, he or she will be required to apply for re-admission and to pay the Graduate College application fee. There is no guarantee of re-admission. Tuition or registration waivers cannot be applied retroactively.

Please note that "continuous enrollment" is not the same as "full-time enrollment" for financial aid purposes. Please refer to the University policy on [Full-Time Status](#).

## Incompletes

The grade of I may be awarded only at the end of a term, when the following criteria is met:

- all but a minor portion of the course work has been satisfactorily completed
- the student is unable to finish due to extenuating circumstances
- it would be possible for the student to earn a passing grade once the remaining coursework is completed

Instructor discretion is used to confirm the above criteria. The grade of I is not to be awarded in place of a failing grade or when the student is expected to repeat the course; in such cases, a grade other than I must be assigned. Students should work with the instructor to receive an incomplete grade before the end of the class.

Instructors must use the [Report of Incomplete Grade](#) process as a contract with the student, documenting the course work that must be completed by the student for the I grade to be removed and replaced with a grade.

After the course work is completed, the instructor will assign the appropriate grade. The new grade will be included in the calculation of the student's GPA.

If the incomplete grade is not removed by the instructor by the last day of finals one year later, the I grade will convert to a failing grade.

Prior to conversion from an I to a failing grade:

- For graduate courses, the one-year extension must be approved by the instructor and Graduate College dean through a Petition for Extension of Course Work.

After conversion from an I to a failing grade:

- For graduate courses, an extension beyond 2 academic years may be considered only by the Graduate College.

## Time Limitation

Students must meet all requirements for the degree of Doctor of Philosophy within 5 years of passing the Comprehensive Exam or risk being dismissed from the program. Programs may have more stringent time to degree requirements. Should a student not finish within that time, the program may petition the Graduate College for an extension to time to degree. If the extension is approved, the student may be required to re-take the Comprehensive Exam before proceeding to complete requirements, e.g., the dissertation.

## Student Appeals

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 Ph.D. committee and may include a collective meeting with the student. The Ph.D. committee will decide whether to accept the appeal based on a majority vote.

## 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: a 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 refer to the **[Dean of Students: Student Academic Integrity Resources](#)**

## 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 from the program.

Students judged to have academic difficulties (e.g., poor grades, or failing program milestones) 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. Students will be given an opportunity to appeal.

### **Appeal Process:**

1. Initial Notice and Response:
  - Upon receiving notice of unsatisfactory academic progress, students have the right to submit a written appeal or rebuttal to the Ph.D. Committee within 14 days of receiving the notice.
  - The appeal must clearly state the grounds for the appeal, any mitigating circumstances, and provide any relevant supporting documentation.
2. Review of Appeal:
  - The Ph.D. Committee will review the appeal and may request additional information or a meeting with the student to discuss the situation further.
  - The committee will then determine the appeal within 14 days of receiving the student's appeal, and this decision will be communicated in writing to the student.
3. Outcome and Further Appeal:
  - If the appeal is granted, the student will be provided with a revised plan for remediation, including new deadlines and specific actions required.
  - If the appeal is denied, the student will be informed of the decision and the next steps, which may include dismissal from the program.

### **Annual Review Process**

Ph.D. 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 toward completing their degree.

### **IMPORTANT LINKS**

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- Graduate College: from here students may access Graduate College policies, contacts, information about resources, deadlines, and other useful information):  
<http://grad.arizona.edu/>
- Resources for parents, professional development, health and wellness:  
<http://grad.arizona.edu/new-and-current-students>
- General Catalog: <http://catalog.arizona.edu/>
- Academic Integrity: <http://deanofstudents.arizona.edu/codeofacademicintegrity>
- Responsible Conduct of Research: <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 several features, arranged into four categories: Academic,

Financial, Personal, and Self-Service: <http://advising.arizona.edu/content/online-tools/uaccess-student>

- University Information Technology Services (UITS): <http://uits.arizona.edu/departments/the247>

## MINOR IN MARKETING REQUIREMENTS FOR PH.D. STUDENTS IN OTHER FIELDS

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Doctoral students from other departments who are interested in choosing Marketing as a minor should contact the Marketing Department. One marketing faculty member serves as the Marketing Minor Coordinator. The Marketing Minor Coordinator 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.

### Application 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:

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

### Course Requirements

Three doctoral-level seminars that cover substantive topics in marketing are required for the minor. Each doctoral seminar is a full semester 3-unit course. The student can choose three seminars from the following:

Seminar/Course	Semester	Units
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Academic Communication	Fall	3 Units
Quant/Strategy Methods	Fall	3 Units
Quant/Strategy Topics	Fall	3 Units
Consumer Behavior Topics	Fall	3 Units
Quant/Strategy Foundations	Spring	3 Units
Consumer Behavior Methods	Spring	3 Units
Consumer Behavior Foundations	Spring	3 Units

Alternatively, the student can also choose two seminar courses (6 units) from the above list plus a semester-long Independent Study (MKTG 699, 3 units) with any tenure track marketing faculty member to equal the 9 units required for the minor. The Independent Study must be research intensive and, upon finishing, the student must receive a satisfactory evaluation from the advisor.

**Please Note:**

- (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 Ph.D. 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.

**If a Fail Grade is Received:**

If the Committee and advisors agree that the Written Comprehensive Exam should receive a grade of fail, they can choose to either:

4. Offer the student the opportunity to retake the exam after two months have passed.
  - a. If the student is offered the opportunity to retake the Written Comprehensive Exam, and the committee decides that the retake exam performance receives a grade of Fail
5. Counsel the student to exit the program

## Other Information

### **[Marketing Department website](#)**

Some important policies related to doctoral minor program requirements can be found on the **[University of Arizona Graduate College website](#)**