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*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](https://grad.arizona.edu/policies)) and University policies ([http://catalog.arizona.edu/policy-oudience/graduate](http://catalog.arizona.edu/policy-oudience/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](https://eller.arizona.edu/programs/doctoral/marketing)).*
OVERVIEW

If you are reading this, you are likely a current student, or considering becoming a student, in the Marketing PhD program at the University of Arizona. We hope that these pages will help you navigate your academic life as a Marketing PhD student at the U of A.

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, 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.

How Can You Contact Us?
We recommend email:

- You can reach the Doctoral Program Director, Professor Hope Schau at hschau@arizona.edu
- You can reach the Program Coordinator, Tonya Milazzo at tmilazzo@email.arizona.edu

You can call us on the phone, although we may not answer if we are in a meeting or away from the desk.

- Dialing 520.626.2976 will reach Professor Schau’s office telephone.
- Dial either 520.621.1309 or 520.621.7483 to reach Tonya. You can leave a voice message if no one answers, but it is better is to send an email.
IMPORTANT LINKS
These URL addresses will be used often.

UAccess
Link: http://advising.arizona.edu/content/online-tools/uaccess-student

UAccess is 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.

Graduate College
Link: http://grad.arizona.edu/

The Graduate College sets many rules regarding the milestones that must be passed in moving toward getting a PhD. It is very important to be aware of and follow them.

One of the rules is that we include the following links in this handbook:
- 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/

Marketing Department
Link: https://marketing.eller.arizona.edu/

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

Tutorials
Links: http://uits.arizona.edu/
http://uits.arizona.edu/services/uacbt

Students have access to hundreds of different tutorials by visiting http://uits.arizona.edu/services/uacbt and logging in using their NetID and password.

University Information Technology Services
Link: http://uits.arizona.edu/departments/the247
Phone: (520) 626-8324
Software

Link: http://uabookstore.arizona.edu/technology/campuslicensing/default

University of Arizona’s students are able to download one copy of the current version of Microsoft Office (for a PC or Mac) and one copy of Microsoft Windows upgrade (for PC or Mac) at no charge. Students are also eligible to download new product release and upgrades when they become available. Visit http://uabookstore.arizona.edu/technology/campuslicensing/default.asp and log in using a NetID and password.

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 associateship, 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.

TRAVEL

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.

1. Visit https://admin.eller.arizona.edu
2. Select Travel Authorization Request
3. Sign in Using Net ID username and password
4. Set Department as “3006-Marketing” and fill out your travel details.

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
- Tips for food service and room service are not reimbursable if you are claiming per diem since they are part of the “incidental” on “meals and incidental”
- 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
- Get baggage handling and taxi receipts
- Any expenses on personal time are not reimbursable. Personal time must be approved in advance.
- Car rental must be justified and authorized in advance.

All expenses except per diem for meals must have original receipts.

A valid receipt will have:
An itemized list of what was purchased, including:
  1. The amount paid for 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 slip is not a valid receipt by itself.
DEGREE REQUIREMENTS

Admission

All new doctoral students begin in the Fall semester; classes start in late August. Please note, registration is open months in advance of the semester starting. For optimal course selection, it is a good practice to consider and choose course prior to the first week of classes.

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.

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
- 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.

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 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

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 using the university’s online portal GradApp (https://apply.grad.arizona.edu/users/login). The University of Arizona does not permit us to consider 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)
- Application fee of $85 for US citizens, $95 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 UA to submit their letters through GradApp. Applicants should not upload recommendation letters themselves.

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 very 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 will consult with the Director of the Doctoral Program and faculty members to decide which courses to enroll in. Students consult with particular faculty in their area of interest for their perspectives on appropriate first semester courses.

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 may or may not be selected by the student to serve as advisors in future projects, so this is not a permanent selection of a faculty advisor.

In subsequent years, students will be assigned to work with a smaller number of faculty in their interest area with some of the assignments remaining constant over the years as working relationships and research projects develop.

It is only after passing all parts of the comprehensive exam, which is typically completed in the third year, that the student is referred to as a doctoral candidate rather than a doctoral student. At this point in time, the student forms a dissertation committee and asks one faculty member to be the student’s major professor and dissertation chair. Alternatively, if the faculty agree, two faculty members may co-chair the dissertation.

It is possible that the student’s choice of the faculty they want to work with may evolve over the initial years of the program. However, typically by the third-year students have settled in to working with primarily one or two faculty members. 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.
Plan of Study

In conjunction with assigned 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 in order 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.

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 area of the major subject, 9 units in the minor subject (student should confirm specific requirements of department offering their minor of interest), 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. Courses with grade of D are not counted toward a graduate degree. A minimum of 12 units of regular grades taken at UA are required to establish the Grade Point Average (GPA).

Here are the courses that are required for a Ph.D. in Marketing:

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

**SPECIALTY METHODS**  
*(each is ½ semester in length for 2 units of credit each, totaling 4 units)*

<table>
<thead>
<tr>
<th>Specialty Methods 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialty Methods 2</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Minor seminar 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor seminar 2</td>
</tr>
<tr>
<td>Minor seminar 3</td>
</tr>
</tbody>
</table>

**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.

After the first semester, before enrolling in courses, first year doctoral students will get signed approval of their selected courses from one of the two faculty members they are assigned to work with or who are serving as mentors to them as well as the signature of the Director of the Doctoral Program. Subsequent to their first year, students will get approval of their selected courses from a faculty member they are working with in their area of specialization and from the Director of the Doctoral Program before enrolling in those courses.

**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 Ph.D. 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.

Continuous Enrollment
A student admitted to a doctoral program must register each fall and spring semester for a minimum of 3 graduate units from original matriculation until the completion of all course requirements, written and oral comprehensive exams, and 18 dissertation units. Once these requirements are met, doctoral students not on financial assistance and/or needing to maintain appropriate visa status must register for a minimum of 1 unit each semester until final copies of the dissertation are submitted to the Graduate Student Academic Services Office. While 1 unit satisfies Continuous Enrollment, it does NOT meet requirements for full-time status. 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 requirements. Students should check with those funding sources regarding such requirements to ensure that they remain qualified for funding.

Doctoral students do not have to register for graduate units during summer sessions unless they plan to make use of University facilities or faculty time. If they plan to utilize facilities or faculty time, they must enroll for a minimum of 1 unit of graduate credit. If a student has maintained continuous enrollment, completed all course requirements, taken the required 18 dissertation units, and will only take the Final Oral Exam (the defense), make the final dissertation submission for graduation, or take the comprehensive examinations during the summer or winter term, registration is not required.

Unless excused by an official Leave of Absence (which may not exceed one year throughout the student’s degree program), all graduate students are subject to the Continuous Enrollment Policy and must pay in-state and out-of-state tuition and fees in order to remain in the program. If the student fails to obtain a Leave of Absence or maintain continuous enrollment, they/she/he will be required to apply for re-admission and to pay the Graduate College application fee, and pay all overdue tuition and fees, including cumulative late penalties. There is no guarantee of re-admission. No tuition or registration waivers can be applied retroactively. Any student considering re-application should first check with the Graduate Student Academic Services Office to see whether additional work or updated forms will be necessary.

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.
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. Programs may have more stringent time to degree requirements. Should a student not finish within that time period, he/she/they 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 two parts:
(1) Coursework taken in the first year of the program (see previous section)
(2) A proposal for an empirical project (end of 1st summer)

The research involvement beyond coursework in the second year continues with three research deliverables in the second year:
(3) An oral presentation reviewing and critiquing a published article (beginning of 2nd year)
(4) An empirical paper based on the student’s research (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, both parts of the Qualifying Exam and all three parts of the second year research deliverables must be passed.

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 cannot answer that question with a strong affirmative, 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 their demonstration of potential needs to be increased in a short term “second-chance” whose outcome is not yet determined.

Proposal for an Empirical Project
The research project proposal allows the student to define a topic in their 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 their area of focus 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 research topic and the names of faculty who have 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 to be employed must be detailed sufficiently that the appropriateness and adequacy of the method to the theoretical issues can be assessed. 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 one of the following (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 on Published Article
The purpose of this oral presentation, in conjunction with the 1st year summer proposal for an empirical research project, is to assess a doctoral students’ development and ability to read, understand, and critique extant literature in his/her/their broad area of interest.

Three weeks after turning in the first-year summer proposal for an empirical research project, each student is assigned a recently published article to review and critique. Each article is chosen by the Doctoral Committee, with active inputs from Marketing faculty members in the student’s broad area of research interest. The article will be drawn from the broad domain of interest as expressed by the particular student (e.g., consumer culture theory, consumer
psychology, strategy/quant). The article should not be one that have been covered in seminars that the student has taken, nor should it be so close to the student’s own research projects such that reading and discussing it with faculty members might have already occurred. Each student will be given 7 days to prepare for an oral presentation that reviews and critiques the assigned article. The oral presentation will last for 20 minutes, followed by 20 minutes of questions and answers from faculty. It is expected that students will prepare for this review and critique on their own and not seek external guidance or help from the faculty.

The structure of the presentation will be as follows:

1. The student will begin by presenting the essence of the article – its substantive context, theoretical and/or conceptual underpinning, key research questions and hypotheses (if any), the research method(s) used to address the questions, findings/conclusions, shortcomings/limitations (if any), and the student’s assessment of the contribution of the article to its intended literature. This review and critique can take a maximum of 20 minutes. This presentation should be made using visual aids (e.g. PowerPoint slides).

2. Following this presentation, faculty members will question the student on various aspects – substantive, theoretical, and/or methodological – of the article. This part will take no longer than 20 minutes. Some of the issues on which the students could expect questions are noted below. Students could anticipate these questions by preparing PowerPoint slides that explain, argue about, and deal with those questions. Note, however, that PowerPoint slides are not required for this part of the examination. Some of the issues that the student could expect questions on are:

   a. **Theory-based**: Elaborate on the theoretical mechanism underpinning the article. Are there alternative theoretical mechanisms that could be used to shed light on the same phenomena? If yes, what is the logic of using this theory (as in the paper) over alternative theories?

   b. **Method-based**: Is the research context consistent with the questions the article purports to ask? Are the stimuli and/or measures appropriate? If not, how could they be altered/modified to generate a “better” empirical test? Is the data adequate to address the questions posed by the authors? Are the estimation techniques appropriate? If not, what could be some potential problems and what could be done to rectify those problems? What does the analysis tell us? Have the authors appropriately explained what the empirical tests indicate? How do you interpret the analysis?

   c. **Substance-based**: What would be some additional contexts to which the core issue(s) examined in the paper can be extended?

Students will be evaluated on:
1. Their ability to understand the theoretical, methodological, and substantive issues raised in the article,
2. Their ability to think through the issues that arise on various theoretical, methodological, and substantive aspects of the article, and
3. Their ability to communicate their arguments for or against the theoretical, methodological, and substantive issues in a cogent manner.

To support their case for or against an argument, students are free to discuss and use additional literature during the presentation and question period. Students are permitted to bring and use a physical copy of the assigned paper to assist in answering questions.

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. It can instead 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: a written exam in the major, whatever is required by the minor, and 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 each student’s answers to the questions they helped write with the identity of the student 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. Typically, if the faculty decide that a grade of Fail should be given for all or part of the exam, there may be an opportunity for the student to retake the failed portions of the exam. The decision of whether to offer a retake opportunity rests with the faculty in each case.

**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**
Upon successful completion of both written portions of the examination, the [Oral Comprehensive Examination](#) is conducted before the examining committee of the faculty. The oral portion of the examination must cover both the major and the minor. Remote participation by one or more committee member by video or phone conference is permitted on the condition that the student and all committee members can effectively communicate. All members must participate in the entire examination. The oral examination is the occasion when faculty committee members have both the opportunity and obligation to require the student to display a broad knowledge of the chosen field of study and sufficient depth of understanding in areas of specialization. Discussion of proposed dissertation research may be included. 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.
The oral comprehensive exam is conducted by a committee formed by the student. In essence, this is a student’s opportunity to pre-test a dissertation committee. The examining committee must consist of a minimum of four members. The Major Advisor and two additional members must be current tenured, or tenure track faculty members, or approved tenure equivalent from the major department (Marketing). The fourth member may be tenured or tenure-track, or an approved special member from the minor department or school. Special members must be pre-approved by the Dean of the Graduate College. Any members beyond the fourth can also be current tenured or tenure-track faculty members, or approved special members.

The outcome of whether to advance the student to candidacy is determined by the committee formed by the student. The first hour of the oral comprehensive exam is a (~45 minute) research presentation by the doctoral student followed by a short question and answer period (~15 minutes). This portion of the exam is open to the public and is listed in advance in the university’s calendar. The subsequent part of the oral comprehensive exam is open only to the student-formed committee. The exam in total cannot last longer than 3 hours.

If the committee decides that the exam performance will receive a passing grade, the student advances to candidacy. 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 will receive a passing grade, the student advances to candidacy. 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.

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 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 all committee members at least two weeks prior to holding a 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 her/his/their 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 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.

**Submission of the Dissertation**

Upon successful completion of the Final Oral Defense, and having gained final approval from the dissertation committee after completing any revisions needed following the defense, the candidate submits the dissertation electronically via the submission website maintained by ProQuest/UMI. This submission must be made by the submission deadline for the desired graduation term. The Graduate College will check the formatting of the submitted dissertation and may request changes before accepting the submission. 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 successful candidates are urged to submit dissertation material for publication in 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.

**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 work per 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.

Milestones
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
  o 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.
  o Students are expected to enroll in at least 3 half-semester Marketing seminars during a semester.
  o Students are expected to enroll in the equivalent of a total of 12 units during each semester of the first year.
  o All Marketing seminars have final exams.
• Beginning of the 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 the 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
  o 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.
  o Students are expected to enroll in at least 3 half-semester Marketing seminars during a semester.
  o 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.
  o All Marketing seminars have final exams.
• Three 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.

**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.

YEARS

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 begin in the fall semester and can extend into the spring.
- The dissertation defense usually occurs during the spring semester of Year 5.

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 contact the Marketing Minor Coordinator. One Marketing faculty member serves as the Marketing Minor Coordinator. She/They/He 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:

- Marketing Theory
- Marketing Management and Strategy
- Socio-cultural Aspects of Consumer Behavior
- Psychological Aspects of Consumer Behavior
- Marketing Models and Decision Support Systems
- Experimental Research Methods in Marketing
- 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. Alternately, the student can also choose four courses (8 units) from the above list, and 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, receive satisfactory evaluation from the advisor.

Important:
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.

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 to 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/](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](https://marketing.eller.arizona.edu/doctoral/minor)