

Student Policies: Doctor of Philosophy Degree
Department of Marketing and Entrepreneurship
Bauer College of Business
University of Houston

1. INTRODUCTION

The following policies and procedures have been adopted by the Department of Marketing and Entrepreneurship for the Doctor of Philosophy (Ph.D.) degree program in Marketing (MARK) and shall be applied beyond those required by the Bauer College of Business and the University of Houston.

Students are advised to familiarize themselves with all additional College and University policies that apply to the degree program leading to the Ph.D. These include but are not limited to: (1) residency requirements, (2) continuous enrollment requirements, (3) enrollment for dissertation credit, (4) minimum grade point average and the 3-C rule, (5) time limits for defending a dissertation proposal and for submitting the dissertation, (6) fees and forms required upon submission of a dissertation, and (7) format of the dissertation. In addition, the following policies shall apply.

2. PROGRAM OF STUDY

The minimum requirements are as follows:

Marketing Major Field	21 Semester Hours
Supporting Field	9 Semester Hours
Research Requirement	12 Semester Hours
First year presentations	
Qualifying Exam at the end of year one	
Comprehensive Examination after course work	
Teaching	
Oral Defense of Dissertation Proposal	
Dissertation 18 Semester Hours (Minimum)	
Oral Defense of Dissertation	

2.1 Marketing Field Courses

Seven Marketing Field courses (each of which is a 3 credit hour course) must be taken by all Marketing majors. The three courses listed below are required, the remaining four courses must be approved by the Advisory Committee.

Marketing Models MARK 8335

Behavioral Constructs in Marketing MARK 8337

Marketing Management and Strategy MARK 8338

2.2 Supporting Field Coursework

Selection of a supporting field and the specific courses used to satisfy the supporting field requirements shall be made by the students subject to the approval of their Advisory Committees and the Marketing Ph.D. Coordinator. Typical supporting fields include economics, psychology, management, or finance. Courses taught by Department of Marketing and Entrepreneurship faculty may not be used to satisfy the supporting field coursework. In addition, courses used to satisfy the supporting field requirement must meet any formal requirements that may exist in the selected department for a supporting field. In the absence of formal requirements, supporting field requirements will be established by the supporting area representative to the Advisory Committee. Coursework cannot be double-counted toward satisfying major and supporting field requirements.

2.3 Research Requirement for Marketing Majors

These hours can be fulfilled using statistics and research methods courses offered in the BCB or from other appropriate academic units. A course may not be double-counted toward satisfying the research requirement and a major or supporting field requirement.

2.4 First Year Presentations

At the end of the first year, students will make a research presentation. This may be one of two forms: 1) if the student has done a research project during the year, they may present it or 2) the student may present a major research paper authored by someone else as though they were the author.

2.5 Qualifying Examination

Upon successful completion of the first year of coursework and presentation, students for whom Marketing is the major area of study will be required to sit for a written Qualifying Examination. The purpose of this examination is to determine whether the student has achieved acceptable mastery over research in the general field of Marketing and basic research methods in Marketing.

The Qualifying Examination will be administered no later than June 15 after the first year. At the beginning of the first year, students will be provided a reading list of papers from which these qualifying examination questions will be based. Normally, the examination will consist of two, four-hour written sessions conducted on consecutive days. Construction and grading of the examination will be the responsibility of the Marketing faculty, and will be administered by the Marketing Ph.D. coordinator in a double blind fashion.

Students will be provided the decision about their performance on the Qualifying Exam in writing within two weeks of its administration. This letter will clearly communicate the pass/fail decision of the faculty and provide sufficient detail to justify their decision.

One and only one attempt at passing the examination will be permitted. Students who do not successfully pass their Qualifying Examination will be dismissed from the Ph.D. program in Marketing.

2.6 Comprehensive Examination

Students are eligible to take the comprehensive examination after they have completed the coursework specified in their degree plan and have been certified as eligible. The comprehensive examination has a written and the oral component. The written component will be a research paper, submitted to the Marketing Ph.D. Coordinator prior to oral component. A committee designated by the Marketing Ph.D. Coordinator will grade the written paper as pass or fail. If the written paper is “pass,” the student will make an oral presentation of the research to the faculty. The marketing faculty will judge whether the comprehensive examination has been passed and notify the student within the timeline specified by the College Ph.D. policies. If the student has failed either the written or the oral part of the comprehensive exam, they have the right to retake the comprehensive exam within six months of notification. Only one reexamination is allowed.

2.7 Teaching

Doctoral students will teach undergraduate courses offered by the Department of Marketing and Entrepreneurship as part of their training to become professors in research-oriented universities. Typically, this teaching will occur after the second year of the program.

2.8 Oral Defense of the Dissertation Proposal

All BCB policies regarding the oral defense of the dissertation proposal apply. Two weeks prior to the scheduled defense the student will supply one copy of the dissertation proposal to the Marketing Ph.D. Coordinator to be made available for inspection by other faculty and students. Moreover, the Dissertation Committee will inform the candidate of one of the following three decisions within 24 hours of the proposal presentation:

Pass - Unconditional pass, by unanimous vote, with no major qualifications. The candidate may proceed with his/her dissertation.

Conditional Pass - The candidate must correct identified deficiencies to the dissertation proposal to the satisfaction of all members of the Dissertation Committee before proceeding with the dissertation. The Dissertation Committee will provide to the candidate a written account of the committee's reservations. The proposal defense need not be repeated.

Failure - The candidate must significantly revise the dissertation proposal, or begin a new proposal. The Dissertation Committee shall provide to the candidate a written account of the committee's reasons for rejecting the proposal. Any revised or new proposal must again be defended.

2.9 Oral Defense of the Dissertation

All BCB policies regarding the oral defense of the dissertation apply. In addition, two weeks prior to the scheduled defense the candidate will supply one copy of the dissertation to the Marketing Ph.D. Coordinator to be made available for inspection by other faculty and students. In addition to faculty, marketing doctoral students will be invited to the final defense. The Dissertation Committee will inform the candidate of one of the following three decisions within 24 hours of the dissertation presentation:

- Pass - Unconditional pass, by unanimous vote, requiring no revisions to the defended draft.

- Conditional Pass - A conditional pass may be awarded if the dissertation committee believes that only minor modifications to the written dissertation are needed. The candidate must correct the deficiencies to the satisfaction of all members of the Dissertation committee before this conditional pass becomes a pass. The dissertation defense need not be repeated.
- Failure - The candidate must significantly revise the dissertation to correct serious deficiencies determined by the Dissertation Committee and communicated to the candidate in writing. Any revised dissertation must again be defended.

3. OTHER REQUIREMENTS

3.1 Advisory Committee

The Advisory Committee shall consist of three faculty members, two from Marketing and Entrepreneurship and one from the supporting field. Department of Marketing and Entrepreneurship faculty are ineligible to serve as a supporting area representative for students majoring in Marketing.

3.2 Degree Plan

In accordance with College policy, a degree plan must be filed within the first year of the Ph.D. program.

3.3 Dissertation Committee

After the comprehensive examination, it is the student's responsibility to form a Dissertation Committee composed of faculty members agreeing to supervise the student's research. This committee must be composed of at least four tenure track faculty members. At least two of the members of the Dissertation Committee including the Dissertation Chairperson must be from the Department of Marketing and Entrepreneurship. Moreover, at least one member of the committee must be from outside of the Department of Marketing and Entrepreneurship.

3.4 Satisfactory Progress Requirements

The determination of satisfactory progress shall be made annually by faculty of the Department of Marketing and Entrepreneurship. If the judgment is less than "satisfactory in all regards," specific deficiencies shall be specified in the evaluation letter sent to the student. In addition to the copy provided to the Associate Dean for Academic and Research Programs, copies shall be provided to the Marketing Ph.D. Coordinator and all members of the student's Advisory or Dissertation Committee. The letter shall be prepared by the Marketing Ph.D. Coordinator.

Approved: September 4, 2009