

**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 (BCB) 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
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, and the remaining four courses must be approved by the Advisory Committee (see Appendix A for sample courses).

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 (see Appendix A for sample courses).

## **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 Qualifying Evaluation**

The qualifying evaluation will have three components. These components include: 1) a critique and oral presentation of a published research paper, 2) a written exam, 3) performance on coursework and RA assignment. The details of each component are provided below.

**2.4a) Critique and Oral Presentation:** At the end of the first year, students will write a critique and make a research presentation. The student must present a published paper in an area of their research interest authored by someone other than the student or a current department faculty member. The presentation should not be from the perspective of the author; rather, it should be from the perspective of a reviewer critiquing the paper - evaluating its strengths and weaknesses, delineating how the paper relates to the broader literature and suggesting ways to extend the work. The student also needs to submit a written critique of the target paper to the PhD coordinator two weeks prior to the presentation date. The oral presentation and written critique will be assessed on criteria such as grasp of the substantive issues, grasp of the methodological issues and presentation skills. See sample in Appendix B.

**2.4b) Written Examination:** Upon completion of the first year of coursework and 2.4a, students for whom Marketing is the major area of study will be required to sit for a written 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 written 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 and a list of “must know” research techniques on which the written examination questions will be based. Normally, the examination will consist of two, four-hour written sessions

conducted on consecutive days. Students can expect to be asked to complete four questions on each day, though this may vary.

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.

**2.4c) Performance on coursework and RA assignment:** The marketing faculty will assess the student on his/her performance in coursework and on his/her performance as a research assistant during the first year.

Final decision to pass/fail the qualifying exam will be by faculty vote. Students will be provided the pass/fail decision in writing within two weeks of administration of the written exam. This letter will clearly communicate the pass/fail decision of the faculty and will provide sufficient detail to justify the decision.

One and only one attempt at passing the first year qualifying examination will be permitted.

## **2.5 Second Year 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 an oral component.

The written component will be a research paper, submitted to the Marketing Ph.D. Coordinator and distributed to the marketing faculty two weeks prior to the oral component. The paper must be written primarily by the student, even if the underlying research has been conducted jointly with another student or faculty member. A committee designated by the Marketing Ph.D. Coordinator will grade the written paper as pass or fail two days prior to the presentation date. Written feedback will be provided to the student; a sample form that includes criteria for grading the paper is shown in Appendix C.

If the written paper is “pass,” the student will make an oral presentation of the research to the faculty. The oral presentation will be graded on criteria such as grasp of the substantive issues, grasp of the methodological issues and presentation skills; see the sample form in Appendix B.

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, s/he has the right to retake the comprehensive exam within six months of notification. Only one reexamination is allowed.

## **2.6 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.

## **2.7 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 following 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.

## **2.8 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. 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: July 10, 2012

## Appendix A: Sample Courses

MARK 8335: Marketing Models (Required)  
 MARK 8337: Behavioral Constructs in Marketing (Required)  
 MARK 8338: Marketing Management and Strategy (Required)

MARK 8336: Marketing Research Methods  
 MARK 8349: Multivariate Methods in Marketing  
 MARK 8397: Decision Making  
 MARK 8397: Choice Modeling  
 MARK 8397: Communication of Academic Research  
 MARK 8560: Consumer Behavior

### Rice Marketing

BUSI 501: Pro-Seminar in Marketing – I  
 BUSI 502: Pro-Seminar in Marketing – II  
 BUSI 503: Econometric Models in Marketing (Fall)  
 BUSI 504: Game Theory Models in Marketing (Spring)  
 BUSI 505: Seminar in Consumer Behavior I  
 BUSI 506: Seminar in Consumer Behavior II  
 BUSI 507: Bayesian Applications in Marketing Strategy

### UH Economics

ECON 6331/7330: Quantitative Economic Analysis  
 ECON 6342/7341: Microeconomic Theory I  
 ECON 7342: Microeconomic Theory II  
 ECON 7331: Econometrics I  
 ECON 8331: Econometrics II  
 ECON 7335: Applied Econometrics  
 ECON 7393: Time Series Analysis  
 ECON 7364: Experimental Economics  
 ECON 7376: Industrial Organization  
 ECON 7349: Game Theory and Economic Behavior

### Rice Economics and Statistics

ECON 504/STAT 604: Advanced Economic Statistics (Fall)  
 ECON 507: Mathematical Economics I (Fall)  
 ECON 501: Microeconomics I (Fall)  
 ECON 508: Microeconomics II (Spring)  
 ECON 577: Topics in Economic Theory (Spring)  
 ECON 510/STAT 610: Econometrics I (Spring)  
 ECON 511/STAT 611: Econometrics II (Fall)

ECON 440: Advanced Game Theory (Spring)  
 ECON 514: Industrial Organization & Control (Spring)  
 ECON 523: Dynamic Optimization (Spring)

STAT 606: SAS Statistical Programming (Spring)  
 STAT 622: Bayesian Data Analysis (Fall)  
 STAT 621: Applied Time Series and Forecasting  
 STAT 540: Practicum in Statistical Modeling (Spring)  
 STAT 640: Data Mining and Statistical Learning (Spring)  
 STAT 551: Advanced Topics in Time Series (taught every other year)

#### UH Psychology

PSYC 6338: Foundations of Social Psychology  
 PSYC 6300: Statistics for Psychology  
 PSYC 6302: Experimental Design  
 PSYC 6301: Psychological Theory: History and Systems  
 PSYC 6397: Applied Psychological Measurement  
 PSYC 6378: Social Cognition  
 PSYC 6389: History and Theory of Social Psychology  
 PSYC 6381: Social Psychology Methodology  
 PSYC 6394: Research in Health Psychology  
 PSYC 7305: Structural Equations  
 PSYC ????: Judgment and Decision Making  
 PSYC 7306: Advanced Statistics: Multilevel Modeling  
 PSYC ????: Human Motivation (Graduate)  
 PSYC ????: Biological Basis of Behavior

#### Rice Psychology

PSYC 502: Advanced Psychological Statistics I  
 PSYC 511: History and Systems of Psychology  
 PSYC 507: Research Methods  
 PSYC 503: Advanced Psychological Statistics II  
 PSYC 550: Foundations of Social Psychology  
 PSYC 602: Psychometrics  
 PSYC 601: Multivariate Statistics  
 PSYC 520: Foundations of Cognitive Psychology

## Appendix B: Evaluation of the Oral Presentation for the First and Second Year Exams

Please evaluate the student's performance on the following criteria

<b>Criteria</b>	<b>Comments</b>
Grasp of the conceptual issues	
Grasp of the substantive issues	
Grasp of the methodological issues	
Grasp of the extant literature	
Quality of suggested extensions	
Presentation skills	
Other	

Appendix C: Evaluation sheet for Second Year Paper adapted from The Journal of Marketing Research.

**Please rate the student's manuscript on the points below (underline the letter corresponding to your rating). The information on this form may be provided to the student to improve his/her work**

**1. Importance of the topic/issues to marketing:**

Very important

Important

Modest

Trivial

Unimportant

**2. Conceptual Rigor (Treatment of relevant literature, logical reasoning, etc.):**

Outstanding

Good

Minor problems

Major problems

Completely inadequate

**3. Methodological Rigor (Research design, sample, measures, and analysis. Skip, if not applicable):**

Outstanding

Good

Minor problems

Major problems

Not correctable (tragic flaws)

**4. Clarity of Presentation/Readability/Objectives of Paper:**

Superior

Good

Minor problems

Major problems

Not at all clear

**5. Appropriateness of the paper for submission to a top tier journal:**

Highly appropriate

Appropriate

Marginal

Questionable

Not at all appropriate

**6. Contribution of the paper to the discipline (current version):**

Major

Important

Modest

Trivial

None

**7. Potential contribution to the discipline (if properly revised):**

Major

Important

Modest

Trivial

None

**Recommendation (REQUIRED)**

Definitely Pass

Pass

Borderline Pass

Fail

**Comments**

Confidential Comments to the PhD coordinator (these will not be given to the student)

Comments to the Student