

Lundquist College of Business  
Department of Marketing  
Ph.D. Program Guidelines

Academic marketing research addresses fundamental questions about the behavior of consumers, companies, managers, and markets. It is distinguished from applied research that focuses on answers to questions in a specific domain or of limited theoretical interest.

## **1.0 Program Goal**

- 1.1 The Ph.D program is designed to provide students with the training and vision necessary for successful research and teaching careers at leading colleges and universities.

## **2.0 Distinctive Aspects of the Ph.D. Program**

- 2.1 Our program encourages students to pursue a research focus that takes advantage of the diversity of the Lundquist College marketing faculty. The Ph.D. program is founded on areas of excellence around faculty research interests.
- 2.2 In addition to their Ph.D. seminars, students are expected to develop research papers of publishable quality, defend them in front of Lundquist College marketing faculty and submit them for presentation at national conferences and publication in leading journals.
- 2.3 Our areas of specialization are consumer behavior and marketing strategy. We do not specialize in phenomenological research, microeconomic theory and analysis, or operations research (e.g., applying mathematical programming to marketplace phenomena). The program is also not intended for people seeking careers in industry.

## **3.0 Program of Education**

- 3.1 Program Committee
  - 3.1.1 Doctoral students and faculty should work as partners in the research process. This is something that should begin as soon as the student enters the program.
    - 3.1.1.1 In conjunction with the student's interests and the Department Head, the Ph.D. Coordinator will assign each incoming doctoral student to a Program Committee that consists of two faculty members from the Lundquist College marketing faculty. Pairings will be based on the student's research interests.
      - 3.1.1.1.1 Ideally, each Program Committee will consist of one tenured faculty member and one junior faculty.
  - 3.1.2 It will be possible for a student to select a new Program Committee member(s) at the end of the first year if she/he wishes to do so.
  - 3.1.3 The purposes of the Program Committee are to:
    - 3.1.3.1 Identify an area of inquiry in which the team wishes to make a research contribution.

- 3.1.3.2 Guide and help the student to begin to develop a productive research stream.
    - 3.1.3.3 Explain the program's coursework and research paper agenda.
  - 3.1.3 The Program Committee will remain operational until the student enters candidacy. Thereafter, the Dissertation Committee will guide the student. The student in conjunction with the Ph.D. coordinator will select the dissertation committee.
- 3.2 Coursework
  - 3.2.1 Students will complete at least 18 courses during the first two years in residence. The 18 must include at least: (a) six graduate level courses in statistics and/or research methodology; (b) four Ph.D. seminars and/or Readings courses taught by Lundquist College marketing faculty; and (c) six graduate level courses in the behavioral sciences, three of which must be outside the Lundquist College of Business. Students who have met their course requirements, but not yet passed their comprehensive exams, are encouraged to continue taking any doctoral seminars offered by the marketing department.
  - 3.2.2 Satisfactory progress in all courses will require a majority of grades above B with none below B. In courses other than graduate-level courses, satisfactory performance means a grade of B+ or higher
  - 3.2.3 Marketing Ph.D. Seminars: The marketing faculty will offer a set of Ph.D. seminars that students must complete over the first two years of their program. At least four seminars will be offered every two years.
    - 3.2.3.1 Mktg 687: Marketing Management
    - 3.2.3.2 Mktg 688: Empirical Methods
    - 3.2.3.3 Mktg 689: Consumer Behavior
    - 3.2.3.4 Mktg 610: Structural Equation Modeling
  - 3.2.4 In addition, a one-credit required Proseminar (Mkt 607) will be offered each year. The class will meet 8 times during the year for two hours per meeting. It will be offered and constructed collectively by the marketing faculty. The purpose of the proseminar will be to (a) educate students about the practicalities of doing and publishing research; (b) expose students to faculty research; (c) discuss how to manage a successful teaching and research career; and (d) expose students to outside speakers.
  - 3.2.5 Students may take a limited number of Independent Study/Directed Readings courses under the mentorship of a faculty member. The student's Program Committee must approve these courses. As a rule, no more than four such courses will be approved, with no more than two taught by a single faculty member.
  - 3.2.6 Behavioral Sciences Foundation Courses
    - 3.2.6.1 Each student, in collaboration with his or her Program Committee, will design a set of at least six courses in the behavioral sciences that are appropriate for the student's research interests.

### 3.2.7 Research Methods and Statistics Courses

3.2.7.1 Each student, in collaboration with her or his Program Committee, will design a set of at least six courses in research methods and statistics. These courses, in combination with the marketing Ph.D. seminars, must cover the following topics:

- Experimental and quasi-experimental design
- Psychological and sociological measurement and types of data
- Univariate and multivariate statistics
- Behavioral theory construction and philosophies of science
- Qualitative research methods
- Structural equation modeling

### 3.3 Program of study

3.3.1 The student's individual "Program of Study" details all of the courses the student will take in the program and when they will be taken. The scheduling of marketing seminars is usually straightforward. However, finding appropriate courses outside Lundquist College that fit into the student's schedule often takes a good deal of time and planning.

3.3.2 In conjunction with the Program Committee, the student should prepare the "Program of Study" in tentative form and present it to both the Ph.D. Coordinator and Lundquist College Graduate Office by no later than the start of the spring term in the student's first year of the program.

3.3.2.1 Based on the approval of the Ph.D. Coordinator and Lundquist College Graduate Office, the "Program of Study" will serve as the guide for student course work in the Ph.D. program. The Ph.D. Coordinator will approve appropriate amendments to the plan as needed.

## 4.0 Research Activities

### 4.1 First-year Research Paper

4.1.1 No later than the first Friday of November of the student's second year, the student along with his/her Program Committee will lead a workshop before the departmental faculty and other Ph.D. students. A full paper will be distributed to the faculty and other Ph.D. students one week prior to when the seminar is conducted.

4.1.2 The purpose of the first-year research paper is threefold:

4.1.2.1 Develop the Program Committee's identified area of inquiry through a review of the literature, framing of research issues and gaps in the literature, and their implications for theory and practice;

4.1.2.2 Conduct original analysis and/or conceptual development;

4.1.2.3 Write a publishable quality manuscript for submission to a conference and/or journal.

4.1.3 The first-year paper emphasizes the scholarly development of the Program Committee's research interest. The paper can be an extension

of work done for prior seminar papers. If this is the case, copies of those prior papers must also be submitted at the deadline. Types of options for the first-year paper include, but are not limited to: (a) a propositions paper based on an extensive literature review; (b) a replication and extension of a published study in which the student duplicates the methodology and statistical analysis used in the paper (this involves the collection of real data); (c) an original theoretical framework built on an extensive literature review. In general, empirical research is encouraged, but not required for the first-year paper.

#### 4.2 Second-year Research Paper

4.2.1 No later than the first Friday of November of the student's third year, the student along with his/her Program Committee will lead a workshop before the departmental faculty and other Ph.D. students. A full paper will be distributed to the faculty and other Ph.D. students one week prior to when the seminar is conducted.

4.2.2 The research that is presented must involve original field/empirical work, must be of publishable quality, and must be developed as a Program Committee project. A full paper will be distributed to the faculty and other Ph.D. students one week prior to when the seminar is conducted. The paper will include: (a) a literature review that identifies and justifies the problem area being studied; (b) a framing of the research issues and/or hypotheses to be investigated; (c) the methodology (research design and tools) employed to study the issues/hypotheses; and (d) a statement of the study's expected contribution to practice and theory.

4.2.3 The distinctive feature of the second-year paper is its empirical work and analysis.

4.2.4 The paper must demonstrate the development of the student as a serious scholar by demonstrating an ability to conduct rigorous research.

4.2.5 In final form, the second-year paper must be submitted to an appropriate high quality refereed journal in the field.

4.2.5.1 Notice of the submission must be sent to the Ph.D. coordinator.

#### 4.3 Research Assistance

4.3.1 Students who are not teaching a course during an academic term will be assigned a research assistantship. The student is expected to average approximately 21 hours per week as a RA and will be guided by the student's Program Committee.

4.3.1.1 An attempt will be made to match the skills/strengths of the doctoral student with individual faculty needs.

4.3.1.2 The student will be responsible for contacting the faculty member each week to be certain the work schedule is adjusted to their mutual satisfaction and that the faculty member's expectations are being met.

- 4.3.1.3 From time to time, assignments may include teaching, grading, or administrative assistance, although the dominant focus will be on research assistance.
- 4.3.2 Keeping in mind the changing needs and skills of faculty, the Ph.D. coordinator in conjunction with the department head will assign doctoral students on a quarter-by-quarter basis. In order for marketing faculty to effectively utilize this resource, it is expected that the doctoral student will be reasonably available on the premises during normal working hours.
- 4.3.3 Once the student has defended her/his proposal, the entire 21 hours of research assistance will be assigned to the student's doctoral committee Chair.

## **5.0 Comprehensive Qualifying Examinations**

### 5.1 Structure and Content

- 5.1.1 Doctoral students will sit separately for the comprehensive qualifying examinations in two areas: (a) their major area of study, and (b) research methods and statistics.
- 5.1.2 Each area will include two open-book questions (four total). Questions will be drawn from the various courses taken as part of the "program of study" and also assess comprehensive knowledge of the student's field that should be acquired outside the classroom (e.g., during assistantships, reading of journal articles, research seminar presentations, and individual research projects).
- 5.1.3 Students will have access to any written materials and their own course notes. However, they may not consult with any other person during the exam.

### 5.2 Scheduling and Format

- 5.2.1 Students making normal progress will schedule the comprehensive examinations for no later than July 4 of their second summer in the program.
- 5.2.2 The format for the exam is as follows:
  - 5.2.2.1 The exam will be administered in two parts. For each part, students will be assigned two questions that must be completed within a 48-hour period. Students must complete all four questions within a 7-day period (including weekend days), with only one break between questions. Two examples of acceptable schedules would be:
    - 5.2.2.1.1 Questions 1 and 2 on a Thursday and Friday of one week, have a break over the weekend, and Questions 3 and 4 on the following Monday and Tuesday; or

- 5.2.2.1.2 Questions 1 and 2 on Monday and Tuesday, a break on Wednesday, and Questions 3 and 4 on Thursday and Friday.
  - 5.2.3 Exams will be delivered to the students and returned to the Ph.D. Coordinator via email.
  - 5.2.4 Late answers will receive an automatic failure. (Partial credit may be awarded in those cases where only part of the question has been completed.)
  - 5.2.5 There is a 10-page limit (not including references) on each question.
- 5.3 Examination Committee
  - 5.3.1 Multiple tenure-track faculty members, including the student's two Program Committee members, will grade comprehensive exam answers.
- 5.4 Examination Outcomes
  - 5.4.1 Students may be evaluated as having achieved a "High Pass," "Pass," "Provisional Pass," and "Fail".
  - 5.4.2 A "Provisional Pass" reflects a performance generally acceptable for a "Pass", but with one or more particular deficiencies noted by the Examination Committee.
    - 5.4.2.1 In the event of a "Provisional Pass," the Committee has the discretion to assign additional written work to the student in order to assure the Committee (or particular members of it) that the deficiency noted in the examination has been corrected.
    - 5.4.2.2 Any such assignments must be presented to the student in writing by the Ph.D. coordinator and include a specified deadline for completion.
  - 5.4.3 In the event of a "Fail", students will immediately be placed on "provisional status". The student may take the comprehensive exam again no sooner than one month and no later than one year after the date of the original exam. A second failure will lead to the student's dismissal from the program. Failure to re-take the exam within one year from the date of the original exam will also lead to the student's dismissal from the program.

## **6.0 Advancement to Candidacy**

- 6.1 To advance to candidacy, a student must have
  - (a) completed all required course work as evidenced by a completed and signed Final Program of Study;
  - (b) completed both the first and second year papers (including formal Workshop presentations to faculty and fellow Ph.D. students);
  - (c) passed comprehensive exams as evidenced by a copy of the comprehensive exam provided to the Lundquist College Graduate Programs Office and an email from the Ph.D. coordinator to the Lundquist College Graduate Programs Office indicating the grade; and

- (d) completed an Advancement Worksheet which provides signatory verification of the above.

## 7.0 Dissertation

- 7.1 Upon passing the comprehensive examination and completing the second-year paper, the student is admitted to Ph.D. candidacy and formally begins work on the dissertation. Students would do well, however, to begin considering and analyzing potential dissertation topics shortly after beginning the program.
- 7.2 There are three distinct phases in writing the dissertation:
  - 7.2.1 Forming a Dissertation Committee
    - 7.2.1.1 The student must propose a Dissertation Committee to her/his major department and the Graduate School no later than one month after successfully completing both the comprehensive exam and the second-year paper (whichever comes last).
    - 7.2.1.2 This committee should include a chairperson who is a member of the marketing department faculty, two other regular instructional faculty members, (assistant professor or higher) from the Lundquist College of Business and one (1) regular instructional faculty member, (assistant professor or higher) from outside the college to represent the Graduate School.
  - 7.2.2 Dissertation Proposal
    - 7.2.2.1 The proposal is a document typically ranging from 20 to 50 pages in length.
    - 7.2.2.2 The proposal identifies and justifies the problem area to be studied, thoroughly reviews the relevant literature, specifies the hypotheses and research issues to be studied based on the literature review, details the methodology that will be employed in testing the stated hypotheses, provides foreseeable limitations, and explains the study's expected contributions to theory and practice.
    - 7.2.2.3 The proposal must be defended in front of the Dissertation Committee in an open meeting that has been pre-announced. After the proposal has been defended, the Dissertation Committee must sign a document indicating that the student may proceed with his/her dissertation.
  - 7.2.3 Dissertation
    - 7.2.3.1 The dissertation is a substantial document presenting independent research that makes a contribution to the current body of knowledge in a scholarly field.
    - 7.2.3.2 The dissertation adheres to a standard format, generally including five basic chapters: a introduction and statement of the problem, a review of the literature pertinent to the problem, an explanation of the research methods used to investigate the problem, a discussion of the results, and a conclusion. A formal bibliography of references cited in the dissertation is also required. A dissertation must be formatted to conform to the University of Oregon Style and Policy Manual of Theses and Dissertations.

- 7.2.3.3 The dissertation must be defended in front of the Dissertation Committee in an open meeting that has been pre-announced.
  - 7.2.3.4 Upon the successful defense of the dissertation, it must be presented to the Graduate School, recorded on the student's transcript, and forwarded to the UO Libraries for cataloging and shelving.
  - 7.2.3.5 Clearly there are many opportunities for synergy between the Program Committee and individual research projects. Students are encouraged to capitalize on such synergies. However, students must keep in mind that the dissertation and other projects are expected to be the student's original work.
- 7.3 Submission of dissertation in journal-style format
- 7.3.1 It is also possible to include the entirety or substantial portions of appropriate published material, with or without co-authors, appropriate unpublished material with coauthors in the style of a journal article.
  - 7.3.2 Students interested in using this option should refer to <http://gradschool.uoregon.edu/?page=styleManual#ch12> (go to Chapter XI – and read about journal style format). Students must pay close attention to these requirements and receive prior approval to use this format.
- 7.4 Dissertation progress
- 7.4.1 It is expected that the student will defend the dissertation proposal within six months after advancing to candidacy. The completed dissertation should be defended within one year of successfully defending the proposal. The total time between the comprehensive examination and the dissertation defense should be optimally one year and not exceed two years.
  - 7.4.2 In general, the student successfully passing each phase in the time frames specified above will define satisfactory progress toward the degree during the dissertation stage.
    - 7.4.2.1 Problems with achieving the above stated milestones in a timely fashion will affect student financial assistance.

## **8.0 Program Requirements**

- 8.1 Satisfactory progress
  - 8.1.1 Students are expected to maintain normal, satisfactory progress toward completion of the degree by high quality and timely performance of key program elements. In conjunction with the Ph.D. coordinator, the Program Committee will supervise the following standards. Exceptions will be allowed only under extraordinary circumstances and then only with the approval of the Ph.D. Coordinator upon petition by all members of the student's Program Committee.
- 8.2 Grade point requirements
  - 8.2.1 Graduate students must maintain at least a 3.00 grade point average (GPA) in graduate courses taken in the degree program. Grades of D+ or lower for graduate courses are not accepted for graduate credit but are



computed in the GPA. Similarly, the grade of N (no pass) is not accepted for graduate credit. A grade of pass (P) must be equal to or better than a letter grade B-.

- 8.2.2 A GPA below 3.00 at any time during a graduate student's studies or the accumulation of more than 5 credits of N or F grades--regardless of the GPA--is considered unsatisfactory. The dean of the Graduate School, after consultation with the student's home department, may disqualify the student from the Graduate School, thus terminating the student's degree program.
- 8.3 First-year & Second-year papers (see Sections 4.1 and 4.2 above)
  - 8.3.1 The first-year paper is to be presented to the faculty and Ph.D. Coordinator. Following the presentation, the student's performance will be deemed "satisfactory" or "unsatisfactory". In the event of an "unsatisfactory" evaluation, or the failure of the student to present the required seminar/workshop by the specified date, the student will be placed on provisional status, and the matter will be referred to the Ph.D. Coordinator for review with the student and the Program Committee. After all pertinent factors have been considered, and with the concurrence of the Department Chair, the Ph.D. Coordinator may impose conditions upon the student's continuation in the program or, in extreme cases, with the consent of the Department Chair, the Coordinator may dismiss the student from the program.
- 8.4 Incomplete grades
  - 8.4.1 Students are strongly discouraged from incurring any "incomplete" in their course work. Any such occurrence of an incomplete should be removed through completion of assigned work by the end of the quarter following the quarter in which incomplete was incurred. Failure to do so will lead to the student being placed on provisional status.
- 8.5 Comprehensive examinations
  - 8.5.1 Comprehensive examinations must be successfully completed by no later than July 4 of the student's second summer in the program. Failure to do so will lead to the student being placed on provisional status.

## **9.0 Ph.D. Student Evaluation Procedures**

- 9.1 Yearly review
  - 9.1.1 By the end of the fall term of each year, each Ph.D. student will be formally reviewed by the Ph.D. Coordinator in marketing in consultation with the student's Program Committee and the faculty.
    - 9.1.1.1 The evaluation will normally occur after the deadlines for the first-year and second-year seminars.
  - 9.1.2 The results of the evaluation will be communicated to the student orally and in writing.
    - 9.1.2.1 At the oral review, students should provide feedback about their satisfaction with the course work, assistantship assignments, work environment, and any other aspects of the

Ph.D. program they wish to comment on. Any recommendations for improving the program would be particularly welcome.

9.1.3 Review format

9.1.3.1 Results of the yearly review will be expressed as (a) an unconditional pass, (b) provisional pass, or (c) fail. Inability to meet the “program requirements” set forth in Section 7.0 above will, in most cases, automatically result in a provisional status.

9.1.3.2 Two successive quarters of provisional status will be considered to be unsatisfactory performance and the student will be excused from the program.

9.2 Term-by-term review

9.2.1 In the tenth week of each term, students working as an RA will be expected to provide a one-page evaluation of the work they accomplished during that term. This document will be submitted to the student’s Program Committee.

9.3 Reviews following candidacy

9.3.1 Upon the satisfactory completion of the comprehensive examinations, the student is entered into candidacy status. Reviews following candidacy status will stress the timely achievement of the dissertation milestones cited under “Dissertation”, Section 6.0 above.

9.4 Provisional status

9.4.1 When a student is placed into provisional status, the Department Chair and the Ph.D. Coordinator shall immediately advise the student in writing the specific causes for the status, the steps that must be taken by the student to remove such status, and the deadline for completion of such steps. Failure of the student to meet such a deadline will cause the student to be excused from the program.

**10.0 Ph.D. Student Funding and Leave Guidelines**

10.1 Ph.D. students may be granted tuition and assistantship support for up to four years in the program, provided the student makes normal and satisfactory progress toward the degree and is maintaining a full time in-resident status in the program. A fifth year is also possible, and is granted on a case-by-case basis. The basis for such a decision will depend on whether the department head and Ph.D. coordinator believe that the fifth year will better position the student to obtain a faculty appointment at a school that is significantly more prestigious than the student would otherwise obtain without the fifth year.

10.1.1 Students planning to graduate in four years should plan on interviewing at the August AMA conference during the summer between their third and fourth years in the program. This would require a successful defense of their dissertation proposal by no later than May 1 of their third year in the program.

10.2 Teaching loads

10.2.1 Students are responsible for teaching a total of six classes over four years. Normally, this includes two teaching assistantships in which the student will assist a faculty member with a class that the student will at some future point be teaching on her/his own. Students will then teach four additional classes in which they are the primary instructor of record. Students typically begin their TA assignments in the second year of the program. Summer term classes count as part of the student's total teaching load.

10.3 Leave of absence procedures

10.3.1 See UO Graduate School guidelines at <http://gradschool.uoregon.edu/?page=onLeaveInAbsentia>.