

Updated August 2007

**UNIVERSITY OF SOUTH  
FLORIDA**

**DEPARTMENT OF MARKETING  
PH.D. STUDENT HANDBOOK**

Updated November 2005

# **DEPARTMENTAL PH.D. STUDENT HANDBOOK**

**FOR**

**THE DOCTOR OF PHILOSOPHY DEGREE IN BUSINESS ADMINISTRATION**

**WITH A CONCENTRATION IN MARKETING**

**AT**

**UNIVERSITY OF SOUTH FLORIDA**

\*All Ph.D. students must attend to and observe the rules and regulations laid down by both the USF's and the College of Business Administration's Graduate Schools as contained in the Graduate Catalog and in COB's Ph.D. Student Handbook.

\*\* Periodically, changes will occur regarding some of the content in this handbook. The Graduate Ph.D. Faculty in Marketing determines appropriate changes as necessary within the current structure and guidelines of the program.

## **THE DOCTOR OF PHILOSOPHY DEGREE IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING**

"Marketing is obviously not a cure-all, not a panacea. It is only one thing we need. But it answers a critical need. At the same time marketing is most highly developed...it is the most systematized, learnable and teachable of all areas of business management."

- Peter Drucker "Marketing and Economic Development"  
**Journal of Marketing**

### **PROGRAM PHILOSOPHY, OBJECTIVES, INTENT AND COVERAGE\***

#### **Philosophy of Program and Objectives**

One might think of a philosophy as a system of tenets that guide thoughts and behavior. The following statement of philosophy should thus be considered a description of "guiding" principles from the Marketing Faculty to those who seek the Ph.D. in business with a marketing concentration at USF

The primary feature distinguishing the Doctor of Philosophy is the ability to make original and innovative contributions to a field of study through one's research efforts. The Ph.D. program in Marketing at the University of South Florida is designed to produce productive research scholars and quality teachers. It is the belief of our Faculty that quality teaching demands a dedication to ongoing research and does not simply rest on the application of existing knowledge and theory. Thus, the goal of someone seeking a Ph.D. degree in Marketing should be "to make scholarly contributions to the field and to disseminate this knowledge through teaching and publication."

In order to be successful in this Ph.D. program it is necessary for the individual to be committed to the highest principles of academic endeavor. This commitment at the very least, calls for the development of an inquiring mind. It also entails the concomitant development of a sense of scientific inquiry. We, the Marketing Faculty, fully expect this commitment and at the same time stand only to serve Ph.D. candidates in the development of it. Ideally, this sense of commitment is present throughout the Ph.D. experience.

#### **Intent of Program**

Candidates for the Ph.D. in Business Administration/Marketing will be involved in a curriculum that has been developed to insure concentrated exposure to the highest levels of marketing theory and practice. The curriculum is structured to encourage the student to acquire a thorough general knowledge of the entire field of marketing, while

achieving demonstrated expertise in specific, chosen areas. Above all, the program exists to further candidates' goals to acquire proficiency consistent with the highest levels of marketing thought. Overall, the focus of the program is “theory-based application,” which differentiates our program from most other doctoral programs in North America.

### **Coverage of the Ph.D. Program**

The Ph.D. program in Marketing provides a framework for reaching these scholarly goals. The program consists of a set of courses and related experiences that provide the knowledge base in marketing theory, research methods, and related disciplines necessary to design and complete a research project. In addition, the Marketing Faculty attempts to provide a professional academic climate which facilitates the development of research acumen and teaching skills. Moreover, the Ph.D. Program is structured to facilitate coverage of marketing theories and research methodologies within several areas of marketing as well as teaching experiences.

**Marketing Theory and History.** The program covers both specific marketing theory and background theories from related sciences as introduced in the required marketing seminars. The foundation of the doctoral student's exposure to marketing theory is acquired in the "Marketing Theory and History" Seminar. Further exposure to marketing theory is gained via the candidate's other required seminars as well as awareness of contemporary theoretical developments in marketing from reading the disciplines' major journals and interacting with Ph.D. faculty members. The development and understanding of marketing theories are enhanced through study of various philosophies of science, coupled with an overview of the historical development of the discipline.

**Research Methodology.** The program includes opportunity for study at the advanced levels of marketing research methodology. It also provides for experience in the practice of marketing research. The Faculty encourages active participation in recurring research seminars, through which candidates will gain awareness of current developments in the marketing research literature. Candidates are encouraged by faculty involvement to submit original research primarily to high quality refereed journals in the marketing discipline and secondarily to competitions at regional and national marketing conference.

**Teaching Experience.** Ph.D. doctoral students will gain teaching experience by instructing various undergraduate courses. They will acquire necessary background through participation in periodic pedagogic seminars. Ph.D. candidates will participate in text selection, test construction, and course reviews. Involvement in course and instructor evaluations, faculty visitation and consultation will assist doctoral students in building teaching excellence. Additionally, the College requires doctoral students in all business disciplines to enroll in a number of teaching enhancement seminars ranging from a few hours to one week in length, and covering a variety of teaching-related topics.

In the Department of Marketing, students who are funded by Graduate Assistantships will teach five (5) courses during their doctoral program. This requirement will be completed during the student's third and fourth years. The first two years of their program will be as research assistants. Absolutely no teaching will be done until their third year of the program in terms of the student having full course responsibility. They may occasionally guest lecture in a class. During the first and second years, Graduate Assistants will participate in "Teaching Apprenticeships." Teaching apprenticeships would take place in the Fall and Spring semesters of a student's 1<sup>st</sup> and 2<sup>nd</sup> years in a total of four (4) different classes. Five hours of their Graduate Assistant time (20 hours per week) would be allocated to TA duties. The apprenticeship would be linked with a faculty mentor who would sit in the class being taught by the student. The mentor would conduct mid-semester reviews of the student to "coach" them on their handling of the class and presentation skills.

## **ADMISSION AND MINIMUM REQUIREMENTS**

### **Admission**

Admission to the program is open to qualified holders of bachelor's degrees from AACSB accredited colleges or universities regardless of undergraduate major fields of study. In almost every instance, an applicant will also have an MBA or specialty Master's degree as well. The Ph.D. Program requires **full-time effort**, defined as 12 credit hours of class work per semester. A part-time program is not offered. Only through exclusive commitment, and interaction with the faculty and graduate students, can the student benefit from the Ph.D. experience.

The principal criterion for admission to the Doctoral Program is evidence of superior achievement in prior academic work, coupled with the promise of potential for contribution as a scholar. Additional prerequisites include the

ability to learn independently and a commitment to intellectually demanding advanced studies. Students should have a high degree of scholarly curiosity and open mindedness.

An admission decision is based upon the applicant's prior academic record at all colleges and universities attended, scores obtained on the Graduate Management Admissions Test (GMAT), the applicant's stated purpose for pursuing a Ph.D. at the University of South Florida (USF), career objectives, prior experience, letters of recommendation, faculty resources, and the extent to which the interests of the applicant match the areas of interest and expertise of the faculty at USF. Students should be committed to full-time scholarly pursuits. It is part of the application process that doctoral program applicants visit with departmental faculty members and the Ph.D. Coordinator. **For international applicants, a telephone conference interview will be conducted; for domestic applicants, an on-campus visit is strongly recommended. The TOEFL and SPEAK or TSE (Test for Spoken English) are required of applicants whose first language is not English.**

#### **Minimum Admission Requirements**

Although an admission decision reflects all of the above criteria, three minimum requirements exist for acceptance into the Doctoral Program: (1) a grade point average (GPA) in the most recently completed 60 hours of work of at least 3.25 undergraduate and/or 3.3 graduate (on a 4.00 scale); (2) a score on the Graduate Management Admission Test (GMAT) near or above 600; and (3) three letters of reference.

If twenty-one or more hours of prior graduate level course work have been completed by the applicant, the grade point average across only these graduate hours will be used to satisfy the above grade point minimum.

International applicants must achieve a minimum score of 250 out of 300 on the Test of English as a Foreign Language (TOEFL). This requirement does not apply to citizens of Australia, Canada, New Zealand, South Africa and the United Kingdom.

Achievement of these minimums does not guarantee a favorable admission decision nor does failure to achieve them necessarily preclude admission in all cases. Because of the small class size accepted each year, entering admission standards can be higher. Under exceptional circumstances, other compelling evidence of an applicant's potential can compensate for a failure to meet one or more of the above criteria.

## **Admission Procedure**

The decision to accept an applicant to the Doctoral Program is a multi-step process involving review by the College's Associate Dean of Graduate Programs Office and the department in which the student will study. The application is first sent to the Associate Dean of Graduate Programs office where all elements of the application are gathered. The application then is sent to the Marketing Department's Ph.D. Coordinator for initial review. Applications meeting departmental standards are sent to members of the marketing Faculty for evaluation. Those applicants who received a favorable review by the Faculty are invited to campus for a formal interview. International applicants are interviewed via telephone conference call. The department's recommendation is then sent to the Associate Dean's Office and the Graduate School. If the Graduate School concurs with a decision to admit then a formal letter is sent out by the College's Associate Dean's Office.

## **Transfer of Credits**

In general there is no transfer of credit hours from another institution to USF at the Ph.D. level. Each applicant's prior graduate work is evaluated by the Associate Dean's Office, in consultation with the Marketing Department's Doctoral Program Coordinator. Once admitted to a program of study leading toward a Ph.D. in Business Administration at USF, one may transfer back no more than 24 credit hours of master's level courses (foundation oriented) from approved institutions. To be transferable, a "B" grade or above must be earned in these hours.

## **THE PH.D. PROGRAM - WITH MARKETING AS THE PRIMARY FIELD OF STUDY**

### **An Overview of the Program in Marketing**

Upon entering the program, the department's Ph.D. Program Coordinator will serve as the formal doctoral program advisor for all students through their first semester of the program. Prior to the end of a student's first semester of the program, the student and the Doctoral Program Coordinator will work together to form a Program Advisory Committee (PAC) to help in establishing the most appropriate coursework program pertinent to the student's primary and support fields of study. Thereafter, each student will work with the Chairperson of his/her Program Advisory Committee, in consultation with the Committee Members and the Departments' Ph.D. Program Coordinator in developing subsequent (if any) program decisions (e.g., course and committee changes).

Overall, Ph.D. students in Marketing will be required to successfully complete a minimum of six (6) doctoral seminars in Marketing. The candidate must also complete work in a relevant Support Field of study. A Support Area will consist of a minimum of three courses (taken for graded credit) in one of the designated Support Areas. For students desiring a support area where there is no formally designated course of study, it is their responsibility to propose and justify a set of courses in a written statement of relevance that must be approved by the student's PAC and reviewed by the Program Coordinator.

The following sections contain basic guidelines and information concerning: Doctoral Committees, Coursework Requirements, Examinations, Dissertation, Mechanics of the Dissertation and ABD Policy.

### **ADVISORY COMMITTEES**

There are two major tasks facing the Ph.D. student: (1) designing and successfully completing a course of study, and (2) writing a dissertation. Each of these tasks is to be facilitated through a committee. Both committees are to be chaired by a member of the Marketing Department who has attained Associate or Full Graduate Faculty status. A list of approved faculty is available in the departmental office.

**Ph.D. Program Advisory Committee (PAC).** This committee is designed as an **ad hoc committee** of Marketing Graduate Faculty who facilitates designing and implementing a formal course of study for the Ph.D. student. Although the actual make-up of the committee is extremely flexible, it is recommended that the student with the Doctoral Program Coordinator work together in selecting and securing the services of a minimum of three (3) committee members from the Primary Field of Study (Marketing) and one member from the student's support area (if necessary). All members must hold Graduate Faculty status. **This committee must be formed within the first semester of the student's program in keeping with the prescribed sequential order of the entire Ph.D. Program. Students will not be allowed to register for coursework during the Spring Semester unless their PAC has been formed.** The student's approved formal course of study must be submitted to the Department's Ph.D. Program Coordinator for review and approval within the first year of the student's program. In addition, the student's Program Advisory Committee will administer the students' general oral examination following the written comprehensive general field examination.

**Ph.D. Dissertation Committee.** This committee facilitates the guidance and supervision of the student's dissertation writing task. The guidelines and rules for selecting the Dissertation Chairperson (Advisor) and committee members are the same as those presented in COB's Ph.D. Student Handbook. This committee is normally selected shortly after the student has successfully completed his/her Comprehensive Field Examination, but must be finalized prior to being admitted to Ph.D. candidacy status.

In general, the members of a student's Program Advisory Committee may serve as members of the Dissertation Committee or the student with his/her Dissertation Advisor may wish to form this committee independently from the student's Program Advisory Committee (see the COB's Ph.D. Student Handbook for a more detailed explanation of the guidelines and rules pertinent to the Dissertation Committee).

### **COURSEWORK REQUIREMENTS FOR THE PH.D. DEGREE**

The Ph.D. in Business Program at USF shall provide for a minimum of 90 semester hours of coursework beyond the bachelor's degree. This includes 21 hours of dissertation. A minimum of 45 hours of coursework must be taken at USF. In addition, all students must complete or have completed the MBA Foundation Core requirements (see the COB's Ph.D. Student Handbook for more details). Normally, any Ph.D. student deficient in the Foundation Core requirements must plan to remove those deficiencies within their first year of the program. A normal course load during the Fall or Spring semesters is 12 hours and 6 hours during the Summer semester.

**Ph.D. Level Core Courses.** To provide each Ph.D. student with a strong background in Economics and to develop his/her necessary quantitative and statistical skills, Ph.D. students will be required to successfully complete a set of core courses in the areas of economics and quantitative methods/statistics. For any of the required core courses, the College's Ph.D. Program Committee may waive a course only if the student has passed the same or an equivalent course with a "B" grade or better within the preceding five years.

**Core Economics Courses.** All Ph.D. students will have to meet the economics requirements by completing two courses, one in microeconomics and one in macroeconomics. At least one course must be taken from among those with an asterisk (\*). The courses which satisfy these requirements can be selected from the following: (1) ECO 6114 -

Managerial Analysis, (2) ECO 6204 – Global Economic Environment of Business, (3) ECO 6115 - Microeconomics,\* (4) ECO 6206 - Aggregate Economics,\* and (5) ECO 6705 - Advanced Managerial Economics.\*

**Core Research Tool Courses.** As the Ph.D. is, by design, a research degree, the student's program of study shall include study of quantitative and methodological research tools. This requirement shall be determined by the student's Program Advisory Committee and consist of a minimum of 12 semester hours (4 courses: 3 required and 1 research elective). The three course series should be chosen from the following: QMB 7565 - Introduction to Research Methods; QMB 7566 - Research Methods II; GEB 6375 - Applied Linear Statistical Models; ECO 5424 - Econometrics I; ECO 5425 - Econometrics II. The required additional Research Elective must be approved by the student's Program Advisory Committee and may be taken outside COB. (See the [COB's Ph.D. Student Handbook](#) for more detailed information regarding this three-course research methods and the one-course research elective requirements.)

### **MARKETING FIELD OF STUDY**

**Marketing Seminars.** All Marketing Ph.D. students will be required to successfully complete a minimum of six (6) specific doctoral-level marketing seminars. Typically, one doctoral course will be offered in the Fall semester and two courses offered during the Spring semester. Unsatisfactory performance in any of these seminars (grade less than B) constitutes ground for dismissal from the program. The major emphasis and structure of the student's program in marketing will be developed from the following course offerings:

**MAR 7555: Consumer Behavior Theory**

**MAR 7635: Advanced Marketing Research: Design and Technique**

**MAR 7667: Marketing Models and Strategy Applications**

**MAR 7787: Marketing Theory and History**

**MAR 7910: Independent Study in Marketing (S/U basis only)**

**MAR 7930: Advanced Seminar in Marketing**

**MAR 7931: Seminar on Selected Marketing Topics, such as:**

- **Buyer - Seller Interaction**
- **Marketing Channels, Logistics and/or Supply Chain Management**
- **Marketing Management**
- **Marketing Strategy**
- **Readings in Marketing**
- **Sales Management**

**MAR 7980: Dissertation Research (Z/U basis only)**

Also, students will take a “Pro-Seminar” every Fall Semester during their 1<sup>st</sup> and 2<sup>nd</sup> years that will be offered under the MAR 7910, Independent Study. The purpose of the Pro Seminar is to discuss research interests with students early on and to become acquainted with the research interests of the Marketing faculty. Faculty in Lakeland and Sarasota would also be presenting their research so that students would be exposed to Marketing faculty from all USF campuses. A Ph.D. student may also be required or encouraged to enroll in MBA-level marketing courses by their Program Advisory Committee as part of the student's formal plan of coursework.

### **Course Descriptions**

#### **MAR 7555: CONSUMER BEHAVIOR THEORY**

This course investigates the interrelationships and applications of behavioral science theories, concepts and methodologies to problems of understanding group as well as individual behavior in the marketplace.

The primary objective of this course is to develop and build a solid behavioral orientation for purposes of (1) enhancing the student's understanding and appreciation of the importance of studying human attitudinal and behavioral patterns; (2) expanding sociological and psychological frameworks for investigating as well as predicting causal relationships associated with human behavior actions and reactions to given sets of stimuli; and (3) offering insights to the problems of studying individual and/or group habits and behavior patterns as well as to the benefits which can be derived for managerial applications and strategies.

PR: GRADUATE STANDING and CONSENT OF THE INSTRUCTOR (CI)

#### **MAR 7635: ADVANCED MARKETING RESEARCH: DESIGN AND TECHNIQUE**

An intensive study of the theoretical, conceptual and methodological issues in survey and experimental marketing research. A review and expansion of advanced marketing data analysis methods.

The primary objective of this course is to further enhance the student's scientific research framework and skills for purposes of (1) being able to design and conduct appropriate survey and experimental research endeavors for empirical investigations of marketing phenomena and theory; (2) expanding a workable understanding of advanced metric and non-metric statistical analysis methods, and (3) providing the students with hands-on application of these methods.

PR: QMB 7565; QMB 7566 or CI.

### **MAR 7667: MARKETING MODELS AND STRATEGY APPLICATIONS**

A model-building approach to the management of marketing. Includes models developed to aid in the design, implementation and evaluation of corporate marketing strategies; information systems and marketing audits; and, the interrelationships of economic, quantitative, and behavioral disciplines that provide the structure and tools that are necessary to develop and implement marketing decision support systems.

The objectives of this course are: (1) to develop an understanding and appreciation of marketing decision support systems; (2) to develop a framework for investigating the strengths and weaknesses of marketing models; and (3) to develop model building skills as well as applications in strategy formation.

PR: GRADUATE STANDING and CI

### **MAR 7787: MARKETING THEORY AND HISTORY**

Provides a general overview of philosophy of science and the major contributions to the development of marketing theory and history. Includes an intensive study of marketing concepts and theories from 1900 to present. Emphasis will be on the development of theory as well as predictions of future theoretical developments.

To review the literature in marketing theory, marketing functions, and general marketing. The course will: (1) review the accumulating substance of marketing thought; (2) observe the conceptual and structural dimensions of various marketing theories; (3) stimulate the student to begin the formulation of his own concept and theory of marketing.

PR: GRADUATE STANDING and CI

### **MAR 7910: INDEPENDENT STUDY IN MARKETING**

This course permits a doctoral student to pursue research in a specific area under the direct supervision of a faculty member.

PR: GRADUATE STANDING and CI

### **MAR 7930: ADVANCED SEMINAR IN MARKETING**

Broad readings within the field of marketing; an intensive survey and analysis of current marketing problems, their significance, evaluation and probable outcome; suggestions of possible future empirical research directions and investigations.

The objective of this course is to familiarize students with the current state of theory concerning the planning and implementation of marketing strategies and programs. Areas will be identified where future research is needed and/or will be most useful to marketing practitioners and educators.

PR: GRADUATE STANDING and CI

### **MAR 7931: SEMINAR ON SELECTED MARKETING TOPICS**

Intensive study of the theoretical, conceptual and methodological issues and problems which impact managerial applications in selected topic areas such as: channels of distribution; logistics and supply chain management; marketing management; marketing strategy; buyer behavior; advertising/media research; sales management; or international marketing. This course may be repeated for credit when the topics vary. The objective of this course is to allow students to pursue in-depth, the study of an area or areas of specific interest.

PR: GRADUATE STANDING and CI

### **MAR 7931: MARKETING CHANNELS, LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

The entire spectrum of channels of distribution, logistics, and supply chain management processes will be examined. A historical perspective of the areas will be presented and discussed. A brief overview of the logistics process will be given with emphasis given to more advanced logistics topics and areas where logistics can be integrated with other management-related issues, e.g., total quality management, service quality, competitive advantage, global competition, etc. Current logistics research areas will be discussed, including specific mention of materials found in books, articles, monographs, and doctoral dissertations. During the course, students will conduct a literature review of a particular area of logistics and develop a research study that could be performed and submitted to a refereed marketing, general business or logistics journal in the field.

PR: GRADUATE STANDING and CI

### **MAR 7931: BUYER - SELLER INTERACTION**

This course investigates the interrelationships and theoretical components which underline the marketing communication, sales management and personal selling function. The student will study the development and advancement of a variety of topical areas such as promotional communications, salesperson performance and satisfaction, motivation, career theory, and buyer-seller interaction. The student will be expected to critically analyze the current literature and to propose avenues for future research in the areas. Theoretical and managerial issues will be integrated.

PR: GRADUATE STANDING and CI

### **MAR 7931: READINGS IN MARKETING**

This course is designed to familiarize the marketing doctoral students with the teaching and research interests of the faculty in the Department of Marketing. The orientation is both theoretical and pragmatic. Issues of research and teaching will be examined within various contexts throughout the semester. The course will allow students early in their programs to develop an understanding of the myriad interests of the marketing faculty and to identify potential areas of research for articles, conference proceedings and/or dissertations.

PR: GRADUATE STANDING and CI

### **MAR 7980: Ph.D. DISSERTATION**

PR: Completion of comprehensive exams in each major and support area and advancement to candidacy for Ph.D. program in marketing. Dissertation Research.

This course is designed to conduct original research on a topic relevant to marketing (with prior approval of the dissertation chairperson and members of the committee) which makes an original contribution to knowledge in the general field of marketing or in one of its sub-fields.

PR: ADMISSION TO CANDIDACY and CONSENT OF DISSERTATION CHAIRPERSON

**Support Area.** Normally, the student shall select a support area from within the College of Business Administration, but outside Marketing. In some instances members of the Program Advisory Committee may judge that the student's best interests will be served by a support area outside the College. Such a support area will be permitted, subject to the approval of that Committee. Specific requirements for the support area shall be determined by that specific area and approved by the student's PAC. In addition, these requirements must include a minimum of nine (9) semester hours of graduate credit. If a student demonstrates weak performance (e.g., course grades lower than B) within the support area, the student's Program Advisory Committee might deem it necessary that the student successfully pass a written examination over the material from the support area.

## EXAMINATIONS

Apart from those examination requirements that are determined by individual course instructors, there are normally four (4) exams which exist within the general structure of the Ph.D. Program. These four formal examinations are: (1) Optional Preliminary Exams - if necessary; (2) written paper submission after first year; (3) written paper submission after second year; and (4) the Oral Comprehensive Field Exams.

### **Optional Preliminary Examinations - (if necessary)**

In special situations, a student may be required to take and pass a written preliminary examination(s) covering the material relevant to the Ph.D. Core courses if the student falls below a college-level determined performance level. Decisions regarding the necessity of this examination(s) will be made by the College's Ph.D. Program Committee (see the [COB Ph.D. Student Handbook](#) for a more detailed explanation of the optional preliminary exam requirements). If necessary, one preliminary examination will cover the Core Research Tool courses and the other one the Core Economics courses. These examinations should be taken as soon as the core courses are completed, typically within the first two years of study. Any student who fails a preliminary exam on the first attempt, must retake it within 60

days. A student who fails the exam on the second attempt will be disqualified from continuing the program (for more details, see the [COB Ph.D. Student Handbook](#)).

### **Written Paper Submission**

At the end of the first year of doctoral studies, students will be required to complete a manuscript on some marketing topic. This exercise will occur during the Summer Semester after completion of the first two semesters of the doctoral program. The critique should not exceed 9,000 words in length (using Microsoft Word, 1" margins, New Times Roman 12-point font, double-spaced). Specifics of the first year paper are provided below:

#### **First Year Paper**

- Viewed as a “coaching” exercise.
- The paper will be graded as Acceptable or Unacceptable. An “Unacceptable” grade would not, by itself, be the basis for screening students out of the program.
- The paper should not exceed 9,000 words and is due the first day of Fall classes following the Summer session. The paper should include:
  - Statement of purpose, gap(s) in the literature being addressed by the research question, and the importance of the research question.
  - A detailed literature review.
  - Coherent and logical development of hypotheses/propositions/conceptual models.
  - Abbreviated approach to methodology **OR** how would you test your work.
  - Research question should not have been addressed in any paper that the student has submitted as a requirement in any department, college or university doctoral seminar.
- It will enable students to get a quick start thinking about research topics and get immersed in the literature in areas of interest to them. The student will be directed by the Ph.D. Coordinator to faculty with similar interests. Once a focus for the paper is determined, the Ph.D. Coordinator can send an e-mail out to all faculty informing them what each student is working on perhaps facilitating greater interaction between the faculty and the students.
- The paper will be due at the end of the first year. A three member Review Committee will review each student’s paper. All Ph.D. faculty will be expected to read each student’s paper, but are not required to provide feedback to the students. If they would like to, however, they may submit their feedback either to the Review Committee or directly to the student.
- Students must be given reviewers’ feedback by October 1.
- The student may choose to submit their first year paper to a conference or journal. The Review Committee could suggest appropriate outlets.

## **Second Year Paper.**

- This Summer paper should be a journal ready paper with data presented in the paper. Appropriateness of data will be determined by the nature of the research question. In some cases, the student will be able to use data gathered from large samples' responses to close ended questions. Or, the student may use data gathered from in-depth interviews involving relatively small samples. Secondary data may also be used.
- The paper should explore a different research question from the one addressed in the 1<sup>st</sup> year paper. However, the paper could use the same body of research from the 1<sup>st</sup> year paper.
- This paper will be graded as "Acceptable," "Revise and Resubmit," or "Unacceptable". If the paper is evaluated as "Unacceptable" grade in 2<sup>nd</sup> year paper, student may be dropped from the program at the discretion of the Review Committee and/or the student's PAC.
- The same parameters regarding faculty involvement in the paper, review process, length of paper, etc. used in the 1<sup>st</sup> year paper will apply here as well.
- The paper is due on or before the first day of Fall semester classes following the Summer session.

## **Eligibility for Taking the Oral Comprehensive Field Exam**

The Marketing Program Advisory Committee, in consultation with the Ph.D. Coordinator, will determine the eligibility of the candidate to sit for the comprehensive exam. To be eligible, the student must: (1) successfully complete the six (6) required doctoral seminars in Marketing, (2) meet all stated college and departmental requirements, (3) successfully completed the first and second year paper assignment, and (4) indicated a desire to take the Oral Comprehensive Field Exam to the Marketing Ph.D. Coordinator and/or department head at least 30 days prior to taking the exam.

## **Oral Comprehensive Field Exam**

This examination shall be administered by the candidate's Program Advisory Committee. All faculty from the college are invited to attend the exam. The student is expected to demonstrate both a broad and specific knowledge of the field of marketing. Questions covering the breadth and depth of both classic and contemporary issues should be expected. Only the student's PAC members in attendance shall vote to determine the candidate's satisfactory or unsatisfactory performance. In order for the student to pass this examination, there may be no more than one dissenting vote. If a student fails the oral examination, he/she will be permitted one retake of this examination. Upon a second failure, the student will be dismissed from the Ph.D. program.

**NOTE: All papers and examinations must be successfully completed prior to the student's Admission to Candidacy status and preparation of the dissertation.**

### **ADMISSION TO CANDIDACY**

Students will be admitted to candidacy status when (1) a Dissertation Committee has been appointed, (2) the Program Advisory Committee, has certified that the student has successfully completed the first and second year paper assignments and Oral Comprehensive Field Examination and has demonstrated the qualifications necessary to successfully complete requirements for the degree, and (3) the student's Admission to Candidacy form is completed and approved by the College's Associate Dean of Graduate Studies and forwarded to the Dean of the Graduate School for final approval. Students may not enroll for dissertation credits (MAR 7980), until they have been Admitted to Candidacy.

### **THE DISSERTATION**

**Purpose.** The dissertation is the single most important component of the Ph.D. Program. It exists as a permanent record of the Ph.D. student's academic advancement. The dissertation reflects:

1. an ability on the part of the Candidate to become an expert on a particular topic in Marketing;
2. development of a critical attitude toward the present state of knowledge, conceptual refinement of the area, and execution of appropriate research in application of the scientific method; and
3. the highest attainable levels of research quality, integrity, and objectivity.

### **MECHANICS OF THE DISSERTATION**

**Dissertation Committee.** It shall be the responsibility of the Dissertation Chairman to coordinate with other members of the committee throughout the dissertation's progress; to express the sentiments of the Committee to the candidate; and to render periodic evaluations of the candidate's progress. The Committee shall perform the following duties: (1) guide, read, critique, and evaluate the candidate's dissertation proposal; (2) conduct the candidate's oral dissertation proposal defense; (3) guide, read, critique, and evaluate the candidate's dissertation; (4) determine when the candidate's

dissertation progress is sufficient to allow the dissertation defense; and (5) set-up and participate in conducting the candidate's dissertation oral defense. The Dissertation Committee may be the same members as the Program Advisory Committee, but can be any faculty eligible to serve in such a capacity. (Refer to the [COB Ph.D. Student Handbook](#) for specific information on selecting a Dissertation topic, chairperson, and committee).

**Dissertation Proposal.** The dissertation proposal is a written document submitted to the Dissertation Committee for perusal and constructive criticism. It is developed from the interaction between the candidate and his/her Committee. It is the responsibility of the candidate to synthesize the comments, suggestions, and directives of Committee members and to insure progress in completing the proposal in a timely manner. **THE COLLEGE OF BUSINESS ADMINISTRATION REQUIRES THAT DISSERTATION PROPOSALS BE COMPLETED WITHIN 24 MONTHS AFTER ADMISSION TO CANDIDACY.** There will be no extensions provided to the 24-month deadline. Failure to successfully defend a dissertation proposal within the 24-month time limit will result in the student being removed from the doctoral program. The proposal should include the following components:

- a. Description of the research topic
- b. Statement of the need for, and relevance of, research on the topic
- c. Expected contributions of the proposed research
- d. Review of the relevant literature
- e. Critique of the literature
- f. Specification of issues in the literature and associated research
- g. Conceptualization or model of the research topic
- h. Specification of research hypotheses and associated rationale
- i. Operational definitions of the variables being researched
- j. Proposed research methodology statements concerning such elements as:
  - Population
  - Sample design
  - Data collection instruments
  - Data collection procedures

- Appropriate statistical analyses
- k. Statement of resources needed to complete the dissertation (e.g., time, computer usage, facilities, etc.)
- l. Statement of candidate's command of these resources; and
- m. Comprehensive bibliography of works relevant to dissertation topic

**Dissertation Proposal Defense.** Upon approval of the Dissertation Chairperson, and acknowledgement of the other Committee members, the candidate shall schedule the dissertation proposal oral defense. A complete copy of the written dissertation proposal must be given to each member of the Committee and one complete copy **must** be given to the Department Office Manager a **minimum** of two weeks prior to the oral defense. The Dissertation Chairperson shall then immediately issue an interdepartmental memo to all Graduate Faculty and doctoral students in the College of Business listing the time, place, and date of the oral defense, inviting all to attend and noting that copies of the dissertation proposal are available for inspection in the Department office. The Dissertation chairperson shall preside over the proposal defense with all Committee members in attendance. Other interested Graduate Faculty and Doctoral Students may ask pertinent questions or tender observations during the oral defense. Final determination of the acceptability of the oral defense shall be made by the Committee members from the following choices: (1) Unrestricted Approval, (2) Approval Subject to Modifications, or (3) No Approval.

**Dissertation.** The written dissertation should contain, but is not restricted to, the following elements:

- a. Description of the research topic
- b. Statement of the need for and relevance of research on the topic
- c. Expected contributions of the proposed research
- d. Review of the relevant literature
- e. Critique of the literature
- f. Specification of issues in the literature and associated research
- g. Conceptualization or model of the research topic
- h. Specification of research hypotheses and associated rationale
- i. Operational definitions of the variables being researched

- j. Research Method, if empirically based:
  - Population
  - Sample design
  - Data collection instruments
  - Data collection method
  - Research design
- k. Validity and reliability considerations
- l. Data analyses and findings
  - 1. Data analyses used
  - 2. Results of hypotheses tests
  - 3. Other findings
- m. Conclusions
- n. Implications for Marketing Management and/or strategy
- o. Implications for future research
- p. Limitations of the study

**Final Oral Examination - University Level.** Requirements can vary and the Graduate School should be contacted to obtain this information. The final Ph.D. Oral Examination is the culmination of the student's graduate education and is a significant formal event. The scholar who chairs the Examination is expected to be a senior and distinguished member of the Academy. The person may or may not be a USF faculty member. They must however, be approved by the Graduate School. The chairperson will be appointed by the Dean of the College following approval by the Dean of the Graduate School, and may not be a member of the student's dissertation committee, or of the department or program in which the degree is sought.

The function of the Examination Chair is to preside over all functions, including introduction of the candidate and the questioning procedures. The dissertation defense **must include all members of the Committee** (NOTE: Under extenuating circumstances, a committee member may be involved electronically in the oral defense). In addition, other faculty members and students from throughout the university are invited to attend the dissertation

defense.

Typically, the examination will begin with a summary presentation by the candidate of the dissertation research. Following this presentation, the Chair should begin questions from the dissertation committee in rotation, including himself/herself. Each examiner should limit questioning time on this initial round. Upon completion of the first round of questioning, a subsequent round may follow. Finally, questions from other attending persons should be requested. The scope of questioning can be narrow (i.e., limited to the dissertation) or broad (i.e., including related issues in the discipline).

Following completion of these proceedings, the student and visitors will be asked to leave, and the Chair will preside over the deliberation and voting of the Committee. The voting is to be limited to pass and fail votes. The Examination Chair shall not vote. The Chair has the responsibility to tally the votes, inform the candidate of the final decision, and convey the decision to the Graduate School.

When all necessary changes have been made, the chairperson of the dissertation committee gets a Final Defense Examination form signed by each committee member and submits it to the Associate Dean of Graduate Studies and the Dean of the Graduate School.

### **Registration of Dissertation Hours and Submission of Final Dissertation**

The student may enroll in dissertation hours only upon Admission to Candidacy. However, dissertation credit is not given until the major professor for the dissertation is selected. The student must complete a Dissertation Registration (DR) form provided by the Associate Dean of Graduate Studies office in every semester in which MAR 7980 is taken. The candidate shall receive a "Z" grade which indicates continuing registration in dissertation courses. Upon satisfactory completion of the dissertation, the final grade assigned will be an "S."

A minimum of twenty-one (21) hours of dissertation credit must be earned prior to the granting of the Ph.D. degree in business. The candidate must register for dissertation hours each semester that a substantial amount of work is being done on the dissertation even though the minimum of 21 hours has already been attained. In all cases, at least six (6) credits of MAR 7980 must be taken during any 12 month period.

The following specific policies will apply:

**A student on financial aid may have to register for a minimum of 12 hours of dissertation credit during each semester, except during the summer when 6 credits can be taken.**

**A student who is using office, computer, or library facilities and/or faculty support must register for a minimum of 2 hours of dissertation credit.**

**A student who is not in residence must register for a minimum of 2 hours of dissertation credit in each semester prior to the semester of final dissertation defense.**

**A student must register for a minimum of 2 hours of dissertation credit in the semester of final dissertation defense since it is presumed that the committee is actively involved in reading the final draft of the dissertation.**

**A student must register for a minimum of 2 hours of dissertation credit in the final term in which a degree is granted, even if the student has completed the final dissertation defense in a previous semester.**

In addition, at least **three (3) weeks** before the end of the semester in which the student is to receive the degree, a candidate must submit to the Dean of the Graduate School a completed dissertation signed by the committee. Refer to specific guidelines published by the USF Graduate School.

**Other Mechanics.** The candidate is responsible for adhering to all requirements, deadlines, and other considerations stipulated by the Graduate School for dissertation form and procedure. In all instances, the USF Graduate Catalog is the definitive authority on doctoral issues.

### **ABD POLICY**

**Definition.** "ABD" status pertains to those Ph.D. candidates who have successfully completed all required coursework and who have completed the two paper assignment and passed the Oral Comprehensive Field Examination. Upon reaching this point, the candidate acquires ABD ("All but Dissertation") status.

**Problem.** The pressures of finding a suitable career position often occur during the latter stages of a Ph.D. program. In order to successfully plan the transition from student to professional, it may be necessary for the Ph.D. candidate to predict a departure date, the point in time when it is appropriate to leave USF and assume a new position in academe or industry.

In general, this pressure occurs during the dissertation writing process. Ideally, the student should complete the dissertation prior to taking leave. If it is necessary to accept a position with a starting date prior to the dissertation

oral defense, the following policy shall apply.

**Policy.** Candidates will be heartily discouraged from leaving the Tampa campus environment before final defense of the dissertation. Under special circumstances, an ABD candidate may petition to leave the Tampa campus only if he/has collected dissertation data (or equivalent). In those rare instances where the ABD candidate leaves after data are collected, a written **monthly** progress report must be submitted to all Dissertation Committee members and the Department's Ph.D. Coordinator. Should the ABD candidate leave and not achieve final defense of the dissertation within two consecutive semesters (summer included), the candidate will be required to personally and formally present to the Marketing Faculty reason(s) for further continuance in the Ph.D. Program. Regardless of the situation, the student must complete his/her dissertation requirements within the University's established seven-year time frame. Otherwise the student will be dismissed from the program.

**Annual Review.** Throughout the student's program, at the end of each academic year, the student's progress will be evaluated. The evaluation can include one of the following recommendations: (1) the student's progress is satisfactory in all regards, and the student should be retained in the program; (2) the student's progress has been unsatisfactory in some regards, and the student should be carefully counseled and monitored to eliminate these deficiencies; (3) the student's progress gives cause for serious concern, and the student should be placed on probation with a specified time for correcting the noted deficiencies; or (4) the student's progress does not warrant continuation in the program, and the student should be dismissed from the Doctoral Program.

At the Department-level, the student's PAC and the Ph.D. Coordinator will conduct the evaluation. The annual evaluation will be transmitted in writing to the student. If the student is to be dismissed, the Associate Dean of Graduate Studies will take that action. The student's Program Advisory Committee, at its option, may evaluate the student's progress at additional times throughout the academic year.

1. The marketing doctoral program is directed toward producing scholars who can perform successfully at major, research-oriented universities or companies. Accordingly, evaluations will be based on the following criteria:
  - a. **Does the student have the abilities and work habits needed to complete the doctoral program and produce publishable research?**

**b. Has the student made satisfactory progress during the past evaluation period year toward completion of the doctoral program?**

**c. Has the student's conduct been appropriate to his or her position as a future professional?**

In making these judgments, the PAC, in consultation with the Ph.D. Coordinator, will consider factors including: (1) quality of performance on required papers and/or examinations, (2) quality of coursework, both written and oral, (3) attitude toward academic work, (4) performance as a research assistant, (5) performance as a teaching assistant, and/or (6) compliance with schedules and standards given elsewhere in these policies.

2. Willingness to adhere to a professional code of ethics and behavior is a requirement of the program.

Examples of violation of this code include, but are not limited to, the following:

a. Academic dishonesty, including cheating, attempts to procure specific examination material prior to examinations, passing such material to a student or students, plagiarism, presenting another's ideas, words or works as one's own without proper attribution, and inclusion of false or fictitious information in a report, article or dissertation.

b. Criminal activity, including theft of any school property, equipment, materials, destruction of such items or facilities, and tampering with any documents of the university.

c. Unprofessional conduct, including defamation of students, faculty or staff, verbal threats or physical intimidation of students, faculty or staff, transmission of material to unauthorized persons, and transmission of false, misleading or malicious information that tends to subvert the appropriate application of college policy or the procedures of standing or appointed committees.

d. Any other conduct with a reasonable person in the same or similar circumstances would recognize as dishonest, unethical or improper in an academic setting.

Because the duties of doctoral students may include assignment to teach classes, doctoral students are also expected to adhere to a professional code of classroom behavior that reflects the objectives of the program. Students are expected to meet classes at the scheduled times, create and maintain a productive learning environment in the classroom, and maintain office hours where students may meet with them. Doctoral students' teaching activities will be observed by supervising full-time faculty members.

**Grades:** Courses taken by doctoral students, while rigorous and demanding in nature, are structured so that course requirements can be met within the allotted time. Accordingly, grades of incomplete "I" are seldom awarded. An incomplete grade must be changed within one (1) year or the grade reverts to a "WF" as stated in the USF Graduate Catalog. Students may not be allowed to pre-register for credit hours the next semester if such incompletes exist.

A doctoral student who receives a grade of "C" or lower in two courses (6 semester hours), whether or not in repeated courses, may be asked to discontinue the Ph.D. program. In certain instances, a "C" grade will result in the course having to be retaken. A third "C" will result in dismissal from the program.

## SUMMARY OF DOCTORAL PROGRAM ACTIVITIES

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| <b>Application</b>                                       | Submit: COB application, GMAT score, TOEFL/SPEAK/TSE (if applicable), college transcripts, 3 letters of recommendation, written statement of intentions and goals  |
| <b>Establishment of Program Advisory Committee (PAC)</b> | Select Program Advisory Committee (PAC) during first semester<br>Informal Meetings with Members of Department Faculty<br>Schedule Appropriate Meeting Date<br>Propose Program of Study to Committee              |
| <b>Written Paper Submission</b>                          | First Year Paper (due at end of Summer session of the first year)<br>Second Year Paper (due at end of Summer session of the second year)   |
| <b>General Oral Exam</b>                                 | Schedule Exam Shortly After Notification of Passage of Second Year Paper   |
| <b>Dissertation Proposal</b>                             | Select Chairperson and Committee<br>Work with Committee Members<br>Schedule Proposal Defense<br>Submit Completed Copy of Proposal to Department Secretary at least three (3) weeks in advance<br>Defend Proposal |
| <b>Dissertation</b>                                      | Write Dissertation<br>Check with Committee Members for Defense Date<br>Schedule Date for Defense<br>Submit Copy to Departmental Office Manager Three (3) Weeks in Advance<br>Defend Dissertation                 |