

UConn Marketing PhD General Exam

Updated March 28, 2014

The comprehensive examination will take the form of a complete manuscript of a quality suitable for submission to a premier or quality marketing journal in the student's area of concentration. The purpose of the comprehensive examination is to test whether or not students are prepared to conduct and publish high quality, independent research, and to provide students with additional experience in making an original contribution to the field of marketing. The paper should conform in length and style to the style guide for the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, or *Marketing Science*.

The comprehensive examination paper must represent original work by the student expressly prepared, for purposes of meeting the comprehensive examination requirement. The research paper should be a written piece of original research such as an empirical paper based on qualitative data, experiments, surveys, or secondary data or an analytical or other quantitative model. Data analysis is explicitly required to fulfill the comprehensive examination paper requirement, unless the student explicitly proposes a theoretical paper and both the comprehensive examination committee and the Department Ph.D. Program Committee accept that proposal. The research may be done jointly with faculty; in fact, joint work with faculty is strongly encouraged. However, the student must have made clear and predominant contributions to all phases of the project.

The procedure for the comprehensive examination paper is as follows:

- By May 15th of the second year, a comprehensive examination committee comprised of at least three persons will be formed. One member of the department's graduate faculty selected by the student will serve as the chair of the committee; this advisor need not be the same faculty member who served as the student's advisor for the qualifying paper. The chair, with input from the student and the marketing PhD coordinator, will choose two additional members to complement the student's interests and needs; these members also need not have served on the student's qualifying paper committee. The committee will be responsible for approving the research question to be examined, providing feedback, and evaluating the final paper and presentation. The committee will evaluate the comprehensive examination paper on originality and importance of ideas, coverage of pertinent literature, logic and clarity in conceptualization, quality of the propositions or hypotheses, use of appropriate methods, and clear and concise presentation of any results.
- Drafts of the comprehensive examination paper will be submitted according to the following timetable:
 - The student, working with the guidance of the chair of the committee, will submit a three to five page proposal to the committee by June 15th of the summer before the exam is due. It will specify the research question and basic approach. The committee will approve or disapprove this document and make such suggestions as they deem necessary.

- The comprehensive examination paper will be submitted to the marketing PhD coordinator and the committee by the first day of the fall term of the student's third year. The committee may accept the paper for presentation of the paper to the entire department, reject it, or invite the student to revise and resubmit it. In all cases, the committee chair will provide the committee members' written reviews to the student by September 15th of the student's third year. If the paper is to be revised and resubmitted, the student is expected to submit the revised version by October 15th of the student's third year. A set of revision notes detailing the responses to the committee members' comments should accompany the revised paper. This revised version of the paper will be treated as a final submission, and the committee will vote whether or not to allow the student to present the comprehensive examination paper or to reject the student's comprehensive examination paper. A majority vote rules.
- If the committee allows the student to present the paper, the presentation must be made on or before the last day of classes for the Fall Semester of the student's third year. The committee and marketing PhD coordinator must be present, although one member may be present electronically, for the presentation. Other members of the department, faculty and doctoral students, may attend. An announcement indicating the time and place of the presentation should be made to the marketing faculty and PhD students at least two weeks prior to the presentation. A completed copy of the paper must be available for review at least two weeks prior to the presentation.
- The faculty will provide advice to the committee at the completion of the presentation, immediately after which the committee will take a final vote on the paper. This vote will determine the student's final grade on the paper. A majority vote rules.
- Should the committee vote to reject the paper or its presentation, it will notify the department Ph.D. coordinator, who will then convene a meeting of the department Ph.D. Program Committee to review the case and make a final determination. Failure to pass the comprehensive examination requirement will generally result in the student's dismissal from the program.
- All deadlines specified in this procedure will be strictly enforced. Failure to meet them will jeopardize the student's status in the program. Any exception to these procedures will be by majority vote of the departmental Ph.D. Program committee, and must be because of truly exceptional circumstances. Only a maximum of one exception is permitted per doctoral student.
- This procedure will be implemented for all marketing Ph.D. students entering the program in Fall 2014 and afterwards.