

UConn Marketing PhD Qualifying Paper

Updated March 28, 2014

The purpose of the qualifying paper is to provide students with early 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*. It should represent original work by the student for purposes of meeting the qualifying paper requirement. The paper may be reworked from a seminar or a new paper. The paper may be empirical, theoretical, or a review with a proposal for empirically testing a theoretical model. Data collection and analysis are desirable. The paper should represent the student's best work at this stage of the doctoral program.

Collaboration with faculty is allowed with two stipulations: 1) the student should have played a major role in the generation and development of the core idea and 2) the student should do the writing of the qualifying paper. The student should provide a statement listing faculty help on the project and the faculty involved should provide statements about their role and the student's role. The procedure for the qualifying paper is as follows:

1. By May 15th of the student's first year, a qualifying paper committee comprised of at least three persons will be formed. One member of the department's graduate faculty selected by the student serves as the chair of the committee. The chair, with input from the student and the marketing PhD coordinator, chooses two additional members to complement the student's interests and needs. The committee is responsible for approving the research topic by June 15th of the first year. The committee will then be responsible for evaluating the qualifying 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.
2. The student is required to register pass/fail for MKTG 6296, "Special Topics: Progress Toward the Qualifying Paper," under the supervision of the committee chair, during the fall of the student's second year in the program. The student's final grade in this course will be derived from the committee's evaluation of the qualifying paper and determine whether or not the student is dismissed from the program.
3. Drafts of the qualifying 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 paper 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 qualifying paper will be submitted to the marketing PhD coordinator and the committee by the first day of the fall term of the student's second year. The committee may accept the paper for presentation 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 second 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 second 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 decide whether or not to allow the student to present the qualifying paper or to reject the qualifying paper. A majority vote rules.

- If the committee allows the student to present the qualifying paper, the presentation must be made by on or before the last day of classes of the Fall Semester of the student's second year. The qualifying paper committee and marketing PhD coordinator must be present, although one member of the committee 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 qualifying paper must be available for review at least one week 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 and their grade in MKTG 6296. A majority vote rules.
4. Should the committee vote to reject the qualifying paper or its presentation it will notify the marketing Ph.D. coordinator, who will convene a meeting of the department's Ph.D. Program Committee to review the case and make a final determination. Failure to pass the qualifying paper requirement will result in assignment of an "F" on for the qualifying paper course and, thus, the student's dismissal from the program.
 5. 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.
 6. This procedure will be implemented for all marketing Ph.D. students entering the program in Fall 2014 and afterwards.