Ph.D. Qualifying Paper

Each student is expected to engage in an independent research project during the first summer of their program culminating in a qualifying paper. The student is expected to “drive” this project, under the mentorship of their QP Committee.

Objective: The objective of the qualifying paper is for the student to demonstrate the ability to create and communicate a conceptual framework that includes research questions and/or hypotheses of theoretical and managerial interest. Students are expected to demonstrate expertise in relevant literatures and distill research related to their research questions/hypotheses. Students must demonstrate the ability to critically evaluate prior research and show an understanding of the relevant variables and constructs. Students may approach the project by extending or challenging existing theory, developing new theory, and/or integrating theories from disparate literatures. The student is solely responsible for the writing of the qualifying paper.

Required readings: to provide guidance on writing a conceptual paper include:


QP Committee: The student must convene a QP Committee. The QP Committee should be chaired by a research active tenured/tenure-track Marketing faculty member who is a member of the UConn graduate faculty. The student (having consulted with the chair) must obtain the participation of two additional graduate faculty (within or outside the department) as members of the committee. The QP Committee also serves as the Advisory Committee on the student’s Plan of Study.

QP Format: The qualifying paper should include an introduction, front-end conceptualization, and integrative literature review with propositions/hypotheses/research questions. The paper should follow Journal of Marketing style guide, with the exception that the length should be 20-25 double spaced pages, not including references, figures, and tables.

QP Timeline and Deadlines: The QP Timeline & Deadlines document provides the QP timeline and deadlines; failure to meet deadlines will jeopardize the student’s status in the program. Any exception to these deadlines will be by majority vote of the departmental Ph.D. Program committee and must be because of truly exceptional circumstances.

QP Committee Decision on the Qualifying Paper: Committee decisions are determined by majority vote. Students whose QP is approved will register for MKTG 6296 in Fall Semester. Students whose QP is not approved will be given probationary status and required to resubmit. If the revised QP is approved, the student registers for MKTG 6296 in Spring Semester; rejection of the revised QP results in dismissal from the Marketing Ph.D. program. Details related to submission dates and decisions are provided on the QP Timeline & Deadlines document.

Please contact the Marketing Department Ph.D. Program Coordinator with any questions.

Effective for students enrolling in the Ph.D. program beginning Fall 2017.
# Qualifying Paper (QP) Timeline & Deadlines
(effective for students enrolling in the Ph.D. program beginning Fall 2017)

## Year 1 – Spring Semester Deadlines

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>April 1</td>
<td><strong>Student forms QP Committee</strong> (also serves as Advisory Committee on Plan of Study).</td>
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<td>April 15</td>
<td><strong>Student submits Research Proposal:</strong> The student submits a 750-1000 word proposal to the Committee for review.</td>
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<td>April 30</td>
<td><strong>QP Committee Feedback:</strong> The chair is responsible to getting feedback from the committee on GE Proposal and providing feedback to the student.</td>
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<td>May 1–June 30</td>
<td><strong>Student works on QP:</strong> The student is encouraged to consult with QP Committee members.</td>
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<tr>
<td>July 1</td>
<td><strong>Student submits a complete draft</strong> of QP to the QP Committee.</td>
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| July 1-20    | **QP Committee Review:** QP Committee members provide reviews (similar to journal review) to the Committee Chair *on or before July 15*.  
**Chair’s “QP Report-1”:** The Committee Chair provides the “QP Report-1” (in the form of a journal editor/associate editor report) to the student *by July 20*. |
| August 15    | **Student submits QP and “Responses to the QP Report-1”** (similar to responses to the reviewers of a journal submission) to the QP Committee and the Marketing PhD coordinator *by August 15*. |
| August 15 – September 1 | **QP Committee Review** and **Chair’s “QP Report-2”:**  
- QP Committee members provide reviews (similar to journal review) to the Committee Chair.  
- The QP Committee reviews the submission and responses, and decides by majority vote to *approve* or *reject* the QP. |
| September 1  | **QP Committee Decision:** The Committee Chair provides the Decision (“approve” or “reject”) and “QP Report-2” (in the form of a journal editor/associate editor report) to the student *by September 1*. |

## Year 2 – Fall Semester

### Approved QP – Next Steps
- Student registers for Fall course: MKTG 6296, “Special Topics: Progress toward the Qualifying Paper,” under the supervision of the QP Committee Chair.

### Rejected QP – Next Steps
- Student is given probationary status.  
- The student must submit a revised QP with the “Responses to QP Report-2” to the QP Committee *on or before December 1*. *Failure to submit by this date results in dismissal from the Marketing Ph.D. program.*  
- **QP Committee** reviews the submission and responses and makes a QP Committee Decision – by majority vote - to *approve* or *reject* the QP *on or before December 15*.  
- If approved, the student registers for MKTG 6296 in Spring Semester; if rejected the student is dismissed from the Marketing Ph.D. program.
INSTRUCTOR OF RECORD: Chair of QP Committee

PHONE:  
E-MAIL: 

QP COMMITTEE MEMBERS: 
Member:  
Member:  

MEETING SCHEDULE AND DEADLINES

OVERVIEW
This course is designed as an independent study in the area of the doctoral student’s qualifying paper. This course is graded as Pass/Fail.

PREREQUISITES: Approval of the student’s qualifying paper is a pre-requisite for registering for this course.

LEARNING OBJECTIVES

Conceptual and Theoretical Competences: The student should build upon the approved qualifying paper to develop a high-quality research paper that demonstrates expertise in the literature domain(s) and the development of a theoretical framework.

Data Analytic Competencies: The student should build upon the approved QP to include empirical research (e.g., surveys, experiments, qualitative methods, secondary data, model specification, analytical model development and proofs, model estimation) that demonstrates proficiency in data collection and/or use of appropriate analytical techniques.

Project Management Competencies: That student should demonstrate an ability to manage a research project, including demonstrating proactivity, high level communication and collaboration skills, planning and time management skills, as well as subject matter expertise.

Persuasive Communication Competencies: The student should demonstrate an ability to fully address “QP Report-2” with “Responses to QP Report-2,” write a provocative and compelling manuscript, and make a professional academic presentation.

LEARNING ASSESSMENTS

- Revised QP accompanied by “Responses to QP Report-2” must be submitted one week prior to the presentation.
- Professional presentation should be scheduled on the Marketing Department Student Presentation Day (no later than the first Wednesday of December); the presentation should be 30 minutes, followed by 15 minutes of Q&A). The Committee members and Marketing Ph.D. Coordinator must be present, although one member may be present electronically.

GRADING
Grading is the responsibility of the QP Committee. The Committee votes Pass/Fail on whether the revised qualifying paper and presentation fulfill the course objectives. Failure to pass the course will result in the student’s dismissal from the Marketing Ph.D. program.

STUDENT RESPONSIBILITIES AND RESOURCES
As a member of the University of Connecticut student community, you are held to certain standards and academic policies. In addition, there are numerous resources available to help you succeed in your academic work. This section provides a brief overview to important standards, policies and resources.

You are responsible for acting in accordance with the University of Connecticut’s Student Code. Review and become familiar with these expectations. In particular, make sure you have read Academic Integrity in Graduate Education and Research.

Cheating and plagiarism are taken very seriously at the University of Connecticut. As a student, it is your responsibility to avoid plagiarism. If you need more information about the subject of plagiarism, use the following resources:

- Plagiarism: How to Recognize it and How to Avoid It
- University of Connecticut Libraries’ Student Instruction (includes research, citing and writing resources).