**Objective:** The objective of the qualifying paper is for the student to demonstrate the ability to create and communicate a conceptual framework. Students may approach the project by extending or challenging existing theory, developing new theory, and/or integrating theories from disparate literatures. The student is expected to “drive” this project, under the mentorship of the QP Committee. The student is solely responsible for the writing of the qualifying paper.

**Required readings:** These readings provide guidance on developing a conceptual framework:

**QP Committee:** The student must convene a QP Committee. The QP Committee should be chaired by a 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/methodology. The paper should follow the style guide for *Journal of Marketing, Journal of Consumer Research*, or *Marketing Science*, with the exception that the length should be 20-25 double spaced pages, not including references, figures, and tables.

**QP Timeline, Deliverables, and Deadlines:** The QP timeline, deliverables, and deadlines are detailed below; 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. Please contact the Marketing Department Ph.D. Program Coordinator with any questions.

**QP Committee Decisions:** QP Committee decisions are determined by majority vote.
### Qualifying Paper (QP) Timeline, Deliverables, and Deadlines

(Effective for students enrolling in the Ph.D. program beginning Fall 2018)

<table>
<thead>
<tr>
<th><strong>QP First Submission: Year 1 – Spring Semester</strong></th>
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<tbody>
<tr>
<td><strong>April 1</strong></td>
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<tr>
<td><strong>April 15</strong></td>
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<td><strong>April 15-30</strong></td>
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<tr>
<td><strong>May 1-June 30</strong></td>
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<td><strong>July 1</strong></td>
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| **July 1-15** | **QP Committee Review**: QP Committee members provide constructive written comments on the QP Interim draft to the Committee Chair on or before July 12.  
**“QP Interim Report”**: The Committee Chair provides specific written guidance to the student by July 15. |
| **August 15** | **Student submits QP First Submission** |

| **August 15 - September 1** | **QP Committee: QP First Submission Decision and Report**:
- QP Committee members provide reviews (journal style) to the Committee Chair, along with a vote to either “Revise and Resubmit” or “Reject and Resubmit.”
- The QP Committee Decision (by majority vote) is “Revise” or “Reject and Resubmit.”
- The Committee Chair provides “QP First Submission Report” (in the form of a journal editor report with the “Revise and Resubmit” or “Reject and Resubmit” decision) to the student by September 1. Students with a “Revise and Resubmit” decision follow Next Steps-QP “Revise and Resubmit” Decision (see below); students with a “Reject and Resubmit” decision follow Next Steps-QP “Reject and Resubmit” Decision (see next page). |

<table>
<thead>
<tr>
<th><strong>Next Steps - QP “Revise and Resubmit” Decision: Year 2—Fall Semester</strong></th>
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</table>
| **Student responsibilities**:
- ✔ **Register for Fall course**: MKTG 6296, “Special Topics: Progress toward the Qualifying Paper,” (sample syllabus below) under the supervision of the QP Committee Chair. |
- ✔ **Schedule QP Presentation**: Confirm presentation with Marketing Department Administrative Assistant on the Marketing Department Student Presentation Day (no later than the first Wednesday of December). Confirm that QP Committee members and Marketing Ph.D. Coordinator will be present; at most one member may be present electronically. |
- ✔ **Submit QP Final Submission, accompanied by “Responses to QP First Submission Report”** to the QP Committee one week prior to the presentation. |
- ✔ **Email QP Final Submission** (without the “Responses to QP First Submission Report”) to all Marketing Faculty and Ph.D. students one week prior to the presentation. |
- ✔ **QP Presentation**: The presentation should be 30 minutes, followed by 15 minutes of Q&A. |

| **Committee Decision**: The Committee votes Pass/Fail on whether the QP Final Submission and presentation fulfill the MKTG 6296 course objectives. **Failure to pass MKTG 6296 will result in the student’s dismissal from the Marketing Ph.D. program.** |
## Next Steps - QP “Reject and Resubmit” Decision: Year 2—Fall Semester

Student is given probationary status.

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>December 1</td>
<td><strong>Student submits Revision of “Rejected and Resubmit” QP:</strong> Student must submit a revised QP with the “Responses to QP First Submission Report” to the QP Committee on or before December 1. Failure to submit by this date results in dismissal from the Marketing Ph.D. program.</td>
</tr>
</tbody>
</table>
| December 15| **QP Committee: “Rejected and Resubmitted” QP Submission Decision and Report:**  
- QP Committee members provide reviews (journal style) to the Committee Chair, along with a vote to either “Revise” or “Reject.”  
- The QP Committee Decision (by majority vote) is “Revise” or “Reject.”  
- The Committee Chair provides “Reject and Resubmit QP Report” (in the form of a journal editor report with the “Revise and Resubmit” or “Reject” decision) to the student by December 15.  
- “Reject” decision: Student is dismissed from the Marketing Ph.D. Program.  
- “Revise and Resubmit” decision: Student follows “Next Steps-QP Revise and Resubmit Decision” (see below) |

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## Next Steps - QP “Revise and Resubmit” Decision: Year 2—Spring Semester

**Student responsibilities:**
- ✔ **Register for Spring course:** MKTG 6296, “Special Topics: Progress toward the Qualifying Paper,” (sample syllabus below) under the supervision of the QP Committee Chair.
- ✔ **Schedule QP Presentation:** Confirm presentation with Marketing Department Administrative Assistant on the Marketing Department Student Presentation Day (no later than the first Wednesday of April). Confirm that QP Committee members and Marketing Ph.D. Coordinator will be present; at most one member may be present electronically.
- ✔ **Submit QP Final Submission, accompanied by “Responses to QP First Submission Report”** to the QP Committee one week prior to the presentation.
- ✔ **Email QP Final Submission** (without the “Responses to QP First Submission Report”) to all Marketing Faculty and Ph.D. students one week prior to the presentation.
- ✔ **QP Presentation:** The presentation should be 30 minutes, followed by 15 minutes of Q&A.

**Committee Decision:** The Committee votes Pass/Fail on whether the QP Final Submission and presentation fulfill the MKTG 6296 course objectives. Failure to pass MKTG 6296 will result in the student’s dismissal from the Marketing Ph.D. program.
TEMPLATE - MKTG 6296 Syllabus
Special Topics: Progress toward the Qualifying Paper

INSTRUCTOR OF RECORD: Chair of QP Committee
PHONE:
E-MAIL:

QP COMMITTEE MEMBERS:

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 demonstrate expertise in the literature domain(s) and an ability to develop a theoretical framework.
• Methodological Competencies: The student should build upon the approved QP to demonstrate ability to identify appropriate methodologies relevant to the QP (e.g., experimental design, survey construction, model specification, analytical model development).
• Project Management Competencies: The 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 feedback in the “Responses to QP First Submission Report,” write a thought-provoking and compelling manuscript, and make a professional academic presentation.

LEARNING ASSESSMENTS
• Final QP Submission accompanied by “Responses to QP First Submission Report” must be submitted one week prior to the presentation.
• QP presentation should be scheduled on the Marketing Department Student Presentation Day (in Fall Semester - no later than the first Wednesday of December; in Spring Semester – no later than the first Wednesday in April); the presentation should be 30 minutes, followed by 15 minutes of Q&A). The Committee members and Marketing Ph.D. Coordinator must be present, no more than one member may be present electronically.

GRADING
Grading is the responsibility of the QP Committee. The Committee votes Pass/Fail on whether the final qualifying paper submission 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).