

Ph.D. General Examination

(Approved, May 7, 2021)

Each student is expected to engage in an independent research project during the second summer of their program. The general examination is in the form of **a manuscript** suitable for submission to a premier or high quality marketing journal in the student's area of concentration, and **a presentation** of the research. The student is expected to “drive” this project, under the mentorship of their GE Committee. Prior to identifying a GE Chair and forming the GE Committee, the student must have advanced to their third year in the program, having completed:

- all required MKTG courses,
- at least 9 credits of research methods, and
- at least 9 credits of supporting courses.

Objective: The objective of the general examination is for the student to demonstrate the ability to create and communicate a conceptual framework, generate research questions and/or hypotheses of theoretical and managerial interest, and empirically address the research questions and/or hypotheses. The empirical work can include qualitative data, experiments, surveys, secondary data, simulations, or analytical models. The student is solely responsible for the writing of the general examination.

GE Committee: The student must convene a GE Committee by May 15 of their second year in the program; the GE Committee may or may not be the same as the QP Committee. The GE Committee must 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 at least two additional graduate faculty (within or outside the department) as members of the committee.

GE Manuscript: The manuscript should conform in length and be written using the style guide for the intended journal outlet (e.g., *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*). Two GE manuscript submissions are expected. The **GE Initial Submission** results in either a "Revise and Resubmit" decision or a "Reject and Resubmit" decision; the **GE Final submission** results in either an "Accept" decision or a "Reject" decision (see details below).

GE Timeline, Deliverables, and Deadlines: The GE 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.

GE Presentation: An “Accept” Decision of the **GE Final Submission** by the GE Committee is a prerequisite for scheduling a formal presentation of the General Examination research (45-minute presentation; 15 minutes Q&A). The presentation will be scheduled on the Marketing Department Student Presentation Day, no later than the fourth Friday in January of Spring Semester. Consistent with university policy, a minimum of five faculty members, including the members of the Committee and the Marketing Ph.D. Coordinator must be present; at most, one member of the Committee may be present electronically.

GE Final Decision: The GE Decision (Pass or Fail) is based on the GE Final Submission, GE Presentation, and Q&A responses. At the completion of the presentation, the members of the GE Committee vote (Pass or Fail); the decision is based on a majority vote. The Chair files the signed “Report on the General Examination for the Doctoral Degree.”

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

Effective for students enrolling in the Ph.D. program beginning Fall 2019.

General Examination (GE) Timeline, Deliverables, and Deadlines

(effective for students enrolling in the Ph.D. program beginning Fall 2019)

Year 2 – Spring Semester Deadlines	
On May 1	Student identifies GE Chair
On or before May 15	Student forms GE Committee and submits a GE proposal (three to five page double-spaced proposal, including research questions and/or hypotheses and description of empirical work) (references, tables, and figures are not included in the page count).
May 15 – 30	GE Committee Feedback: The Chair, on behalf of the Committee, provide feedback in writing to the student.
May 30 – September 1	Student works on GE: The student is encouraged to consult with GE Committee members to set interim deadlines and reviews.
Year 3 – Fall Semester Deadlines	
September 1	Student submits GE First Submission to the GE Committee and the Marketing Ph.D. Coordinator.
September 15	<p>GE Committee provides GE First Submission Report to student on or before September 15:</p> <ul style="list-style-type: none"> Report takes the form of a journal review whereby the Chair and committee members provide feedback respective roles as journal editor and journal reviewers. Report includes GE Committee Decision (by majority vote) as either "Revise and Resubmit" or "Reject and Resubmit" depending on the quantum of additional work needed for fruition. A "Reject and Resubmit" decision indicates that the student is performing below expectations.
Year 3 – Spring Semester Deadlines	
January 3	Student submits GE Final Submission Revision along with "Responses to GE First Submission Report" (in the form of responses to journal review) to GE Committee.
January 17	GE Committee, based on majority vote, provides "Accept" or "Reject" Decision to student.
GE Final Submission "Accept" Decision	
<p>Student Responsibilities</p> <ul style="list-style-type: none"> ✓ Schedule GE Presentation: Confirm presentation with Marketing Department Administrative Assistant on the Marketing Department Student Presentation Day (no later than the fourth Friday in January). ✓ GE Presentation: 45-minute presentation with 15 minutes Q&A. ✓ Email the GE Final Manuscript to the GE Committee, Marketing Faculty and Ph.D. students one week prior to the presentation. 	
<p>GE Final Decision: GE Committee Chair records "PASS" on the "<u>Report on the General Examination for the Doctoral Degree.</u>"</p> <p>Student Status: Student proceeds to doctoral candidacy and starts dissertation work.</p>	
GE Final Submission "Reject" Decision	
<ul style="list-style-type: none"> ✓ Student is not approved to schedule to present GE Research. 	
<p>GE Final Decision: GE Committee Chair records "FAIL" on the "<u>Report on the General Examination for the Doctoral Degree.</u>"</p> <p>Student Status: Student is not renewed for Year 4; Determination about being awarded M.S. in Business Research.</p>	