1. Marketing Ph.D. Program – Structure and Committees

Graduate Faculty and the Marketing Ph.D.

As a doctoral student, you are enrolled in the Graduate School of the Ohio State University. At Fisher, however, you will be working very closely with the Marketing Ph.D. committee (and your Advisor), which falls under the jurisdiction of the Graduate School and the Council on Research and Graduate Studies. The Marketing Ph.D. committee is expected to coordinate your progress through the doctoral program and ensure that all Graduate School requirements are fulfilled. For almost all of your program needs, either the Marketing Ph.D. committee or the Ph.D. office at Fisher College of Business will be able to assist you or point you to the right sources at the Graduate School. Of course, the final responsibility of fulfilling all the requirements of the program in a timely manner rests with you.

1A. Marketing Ph.D. Committee

The Marketing Ph.D. Committee consists of four graduate faculty members appointed by the Chair of the Marketing and Logistics Department. The members are appointed on an annual basis, although they normally remain on the committee for three or more years. The committee has responsibility for the conduct and administration of the doctoral program. Included are responsibility for the curriculum, program requirements, and co-curricular opportunities. A majority vote of the marketing and logistics faculty is needed to approve changes in any aspect of the program.

The committee reviews applicants interested in the doctoral program in marketing and recommends admission to the department chair. After approval of the recommendation by the Chair of the Marketing and Logistics Department and the Director of Ph.D. programs in Business Administration, a student is admitted into the Ph.D. program by the Graduate School. The Marketing Ph.D. Committee has jurisdiction over matters of transfer of graduate credit. The committee oversees the progress of students in residence. Doctoral students may petition the Marketing Ph.D. Committee for consideration of changes in conditions of admission, or other requirements of the degree. Petitions and related requests should always be made formally and with the consultation and support of the student’s advisor.

The committee chair coordinates correspondence with Ph.D. students, including new student orientations, and annual sessions on recruitment for Ph.D. students about to enter the job market. He or she also coordinates solicitation of Candidacy Examination questions, monitors the progress of Ph.D. students through the program and serves as the Marketing representative on the College Committee for Graduate Education in Business Administration.

The current (2015-2016) Marketing Ph.D. Committee consists of Greg M. Allenby (Committee Chair), Xiaoyan Deng, Nino Hardt, and Rebecca Walker Reczek.
1B. Advisory and Dissertation Committees

Advisory Committee

When students are admitted to the doctoral program, the Ph.D. Committee Chair assigns them a temporary advisor. This individual will be responsible for giving the student advice for the development of a program of study suited to the student’s background and interests. The temporary advisor is generally a graduate faculty member whose research interests are similar to those of the student. However, a student can select a different faculty member as a major advisor. The student should meet other faculty in the department and select a major advisor by the end of the first year of residence. This individual must be a Category P graduate faculty member in order to oversee the writing of a dissertation.

Each student’s Advisory Committee is to be made up of the student’s major advisor and the current Marketing Ph.D. Committee. It is possible that a member of the Ph.D. committee is the major advisor for a student in some cases. It is the responsibility of the Advisory Committee to monitor the student’s progress through the Ph.D. program until candidacy. The Advisory Committee will meet with the student at least once a year to conduct an annual review of the student's performance, and prepare and administer the student’s Candidacy Examination.

Dissertation Committee

Following successful completion of the candidacy examination, the major advisor will assist in the selection of a Dissertation Committee to oversee and evaluate a student’s dissertation progress. The advisor serves as the chairperson on the Dissertation Committee, which is composed of at least two other authorized graduate faculty members. Students are encouraged to include a faculty member from a department outside Fisher in the Dissertation Committee. Further, additional graduate faculty members may also serve on the Dissertation Committee. Faculty from other universities or persons with special academic or technical expertise may be appointed to the Dissertation Committee with the approval of the Graduate School.

2. Program Structure

The curriculum is structured into three areas: a major field of study, a minor field of study, and research tools. All students will prepare a formal program of study detailing their proposed coursework in each of the three areas. A minimum of 30 semester hours of graduate coursework is needed for students entering the doctoral program with a master’s degree. For students entering the program without an MBA, or without an undergraduate degree in Business, between three to five MBA core courses will have to be completed before graduation.

2A. Program of Study

Each student is required to submit for approval, by the end of the first semester of residence in the first year, a program of study laying out course prerequisites, supporting elective courses for
his or her major field of study, minor field of study, and research tools coursework (see the Program of Study form for details).

Assistance in designing a program of study will be offered by the student’s major advisor. In case a major advisor has not yet been selected, the temporary adviser, in consultation with the Chair of the Ph.D. committee will propose a program of study that is subject to change when the student finalizes their choice of the major advisor.

The program of study is brought before the marketing faculty for approval. Following approval of the marketing faculty, a signed copy is submitted to the Director of Ph.D. Program in Business Administration for final approval. A copy of the program will be given to the student for their records.

A student’s program of study may be changed at any time by petition. The petition must have the written support of the major advisor and be approved by the Marketing Ph.D. Committee Chair and the Director of Ph.D. Program in Business Administration. Common reasons for changes in program include courses that are not offered by units outside of the Business School, changes in a student’s interests, or upgrading the level of courses being taken. Changes in program, while allowed, are relatively uncommon.

2B. Major Field Of Study

All students in the marketing Ph.D. program are required to take a marketing seminar sequence during each of their first two years of residence. This sequence includes courses in Consumer Behavior and Marketing Modeling. While the topics of study remain the same from year-to-year, the faculty members teaching the course, and the content, change, thus allowing students an opportunity to experience differing perspectives. Students pursuing their doctoral education in Consumer Behavior are required to take both of the Consumer Behavior seminars offered in the first and second years, and one Modeling seminar. Students pursuing their doctoral education in Marketing Modeling are required to take both of the Modeling seminars offered in the first and second years, and one Consumer Behavior seminar. Thus, a total of nine (9) hours in the major are required for all students. First-year students in these courses are engaged with second and third year students who participated in the courses the previous years. This rotation of students provides an effective mentoring relationship for the first-year students. A minimum of a 3.00 overall grade point average (GPA) is required in the major.

2C. Minor Field of Study

The purpose of the minor field is to develop in-depth knowledge in a basic (e.g. economics, psychology, or statistics) or applied (e.g. management science, operations research) discipline relevant to marketing. The majority of students choose to study in a basic discipline to provide the conceptual foundation and literature base needed to conduct high quality, publishable research in the field of marketing. However, an individual who joins the Ph.D. program with strong graduate level training in a basic discipline may be encouraged to pursue minor field studies in an applied discipline to strengthen an understanding of the issues marketing practitioners face. Minor fields require a minimum of nine (9) hours of graduate course work
including at least one doctoral-level course, although additional course work beyond the minimum is frequently required to meet course prerequisites. A minimum GPA of 3.00 in the minor field of study is required.

Students have the option of seeking a formal minor or simply completing courses in the minor area. If they choose to seek a formal minor, the policies of the department offering the minor will be followed. If students choose to simply take courses in a minor area, the major adviser will work with the student in choosing the courses that need to be completed. The course work for the minor as well as the entire program of study is subject to approval by the marketing faculty and the Director of the Ph.D. Program in Business Administration.

The minor field of study may consist of a combination of courses offered by members of the marketing faculty and those offered elsewhere on campus, with members of the marketing faculty “certifying” the minor field. The Minor Examination, when required, must be taken and passed prior to taking the Candidacy Examination. While the Marketing Ph.D. program does not require a minor examination, a formal minor from an external department may require an examination. In case a formal minor is pursued by a student, the Director of Ph.D. Programs in Business Administration and the Marketing Ph.D. Committee Chair must be notified in writing by the minor field department of the student's successful completion of the minor.

2D. Research Tools

A sequence of research tool courses is required to provide the student with the technical skills to conduct high-quality publishable research in marketing. At least nine (9) hours of graduate course work with a minimum 3.00 GPA in the Research Tool sequence is required. Again, the student is encouraged to work with his or her major advisor to develop a set of tools courses that fit the student's interests and objectives. This sequence of courses will be subject to approval by the marketing faculty as part of its responsibility in approving the student's overall program of study.

2E. Electives

A total of nine (9) hours of elective courses are required with a minimum 3.00 GPA. Elective courses may be additional courses (beyond what is required) in any of the following areas: the major field of study, the minor field of study, research tool courses, or other areas of study deemed appropriate by the student and his or her advisor.

2F. Dissertation Research

A student is said to have been promoted to candidacy when they complete the requirements of the comprehensive examination. Following promotion to candidacy (see Section III.3) a student may begin work on the dissertation with the assistance of a Dissertation Committee, chaired by the major advisor. Dissertation work may be a continuation of research work that is already in progress.
The dissertation is a scholarly contribution to knowledge in marketing. The writing of the dissertation consists of two distinct stages, including a proposal document followed by the thesis. Guidelines for the preparation of the dissertation thesis are provided in the Graduate School Manual.

3. **Program Requirements**

There are several milestones in a student’s Ph.D. program outside of coursework. These include satisfactory ratings on annual reviews, writing and presentation of a second year research paper, satisfactory performance on the Candidacy Examination, an oral defense of the dissertation proposal, and the writing of and final oral examination of the dissertation thesis.

3A. **Annual Reviews**

Each student will be formally reviewed on an annual basis in the spring semester. The annual review will take place on the first Friday of May. The annual review includes an assessment of the student’s progress in coursework, teaching evaluations (if the student has taught independently), research and teaching assistantship evaluations, performance on candidacy examination, and progress on the second-year paper requirement and dissertation.

Students are required to submit to the Marketing Ph.D. Committee Chair a progress report of their activities during the preceding twelve months, a list of courses taken to date (with grades), a current vita, all student evaluation of instruction forms (SEI’s), and abstracts for all current research projects. These materials are required by the review deadline established by the Director of the Ph.D. Program in Business Administration during each year of residence.

Prior to being admitted to candidacy, performance will be evaluated by the student’s Advisory Committee. Following successful completion of the Candidacy Examination, and thus admission to candidacy, the Dissertation Committee will conduct a student’s annual review.

All material considered appropriate by the student and/or the committee will be made available for review. The committee will meet and discuss the performance of each student. The results of that discussion are recorded on an Annual Review Form.

Prior to candidacy, students will be provided a copy of the written evaluation by the Marketing Ph.D. Committee chair. Doctoral candidates will be provided a copy of the written evaluation by their advisor.

In addition, a meeting with the committee will be scheduled to discuss the evaluation. Committee members will offer feedback on the student’s perceived strengths and suggest areas for improvement. Each student will have the opportunity to comment on the evaluation, provide the committee feedback on his or her experience in the program, and offer suggestions for improvement. Comments by the student will be noted on the Annual Review form. The meeting is concluded with the student signing the Annual Review form to acknowledge the completion of the review. The signed copy is to be recorded by the Graduate Programs Office.
Any unsatisfactory and marginal annual reviews are to be reported to the marketing faculty. The Ph.D. in Business Administration program policy relating to marginal and unsatisfactory reviews is as follows:

1) All students who receive an unsatisfactory or marginal review will be sent a warning letter from the Graduate School indicating that they may be denied permission to enroll further in the Graduate School if they receive an "unsatisfactory" on their next annual review.

2) If the student receives a warning letter from the Graduate School, then receives an "unsatisfactory" on the next annual review, the student's advisor and department chair will recommend that the student be dropped from the program. Following the department chair’s recommendation, the Associate Dean for Graduate Business Programs or the Director of the Ph.D. Program in Business Administration will recommend to the Graduate School that the student be denied further permission to enroll.

3) The Graduate School will then implement this recommendation by informing the student that he or she has been denied permission to enroll.

3B. Second Year Research Paper

By the end of the summer of second year, each student should have successfully completed a research project that is of publishable quality in top-tier journals in Marketing. A draft of the completed research should be written and submitted to the Ph.D. committee by the end of June of the second year of a student’s program. Further, on the first Friday of Autumn Semester of the third year of a student’s program, the student is required to make a presentation to the faculty on the research project that he or she just completed as part of the second year paper.

3C. Candidacy Examination

Students are eligible to take the Candidacy Examination following successful completion of the approved program of study and presentation of the second year research paper. The Candidacy Examination consists of two parts, written and oral. The student’s Advisory Committee administers the Candidacy Exam. This exam is typically taken in December, at the end of the first semester of the student’s third year in the program.

Purpose

The purpose of this examination is to assess a student’s: (1) command of the field, including the ability to approach both theoretical issues and managerial problems from multiple perspectives; (2) capacity to evaluate and undertake independent research through the development of new concepts or the organization of existing concepts that can be used to better understand a problem; and (3) the ability to express and defend original ideas and challenge the importance and implications of research findings to academic peers. The exam is purposefully broad, thought-provoking and general in scope.
Preparing for the Candidacy Examination

The abilities one is required to demonstrate in the candidacy examination are basic requirements for excellence in scholarly activity. Acquisition of these skills requires active involvement in the doctoral program through which one gains an internalization of the learning process. Such a process is difficult, time-consuming, and requires dedication. Successful completion of coursework is an important first step, however, the student must develop integrative, conceptual, and technical skills that go beyond the course material. In preparation for the Candidacy Examination students are encouraged to:

1) Attend and actively participate in research seminars and workshops where faculty and other doctoral students discuss and debate research both within the Fisher College of Business and in other departments around the university;

2) Work closely with faculty on research projects, both formally through Research Assistantships and through collaborative projects;

3) Conduct original research under the guidance of a faculty member;

4) Read, reflect on, and engage in discussions related to one’s specialized area of interest and broader issues concerning the discipline and related disciplines. Along with contemporary articles, “classic works” in the discipline and related disciplines should be read and reread to achieve an understanding of the historical context and existing knowledge base one has to work from in advancing the discipline.

Written Portion of Candidacy Examination

The written portion of the exam is completed first and consists entirely of a take-home examination. The student will have one week to complete the exam. Students are not allowed to consult with one another, and all answers should be prepared independently.

The Marketing Ph.D. committee grades the answers provided by the student. In some cases, faculty outside of the committee are asked to provide their assessment as well. Answers are graded on their comprehensiveness, how reflective they are of extant research in the field and of the student’s own thinking, and how organized and synthesized they are. The feedback from each of the committee members is aggregated by the committee Chair and presented in summary form to the student. Between two weeks and four weeks after the written examination, the student will be asked to defend his/her written responses in an oral examination. The performances on the written examination and the oral examination are combined to determine whether a student has passed the comprehensive examination. If the committee deems the performance to be unsatisfactory, the student will be encouraged to re-take the examination within six months. Each student gets a maximum of two chances to take the comprehensive exam. Failure on both occasions results in the student being disenrolled from the program.
3D. Dissertation Proposal Defense

The first step in undertaking the dissertation involves the formation of a Dissertation Committee to oversee and offer guidance.

The dissertation is a scholarly contribution to knowledge in marketing. The writing of the dissertation consists of two distinct stages including a proposal document followed by the thesis. Students are required to pass an oral defense of their dissertation proposal. This requirement must be satisfied prior to the student's first campus interview trip.

The dissertation proposal defense is open to all marketing faculty members and Ph.D. students. Immediately following the student's proposal defense the Dissertation Committee will meet to decide whether the student has passed the defense and what changes or additional work, if any, is necessary before the student is able to begin writing the dissertation thesis.

3E. Final Oral Examination

The student must submit a complete dissertation draft, conforming to the Graduate School format, to the Dissertation Committee for review prior to scheduling an oral examination. If all committee members are sufficiently satisfied with the draft the student may proceed in scheduling a final oral examination. The Dissertation Committee members indicate their approval of the draft by signing the Draft Approval/Notification of Final Oral Examination form for submission to the Graduate School.

Membership of the Final Oral Examination committee is specified in the Graduate School Handbook and Ph.D. Program in Business Administration Handbook. The student’s major advisor chairs the examination committee. The following procedure is to be followed in announcing and conducting the examination.

1) At least one week in advance the Graduate Program Office, 100E Gerlach Hall, is to be given the student's name, dissertation title, room of the exam, time, and date. This will then be announced to college faculty and Ph.D. students.

2) Other faculty and Ph.D. students may attend the exam; however, they may not ask or answer questions and may not be present for the discussion of the student's performance and the Dissertation Committee's vote. Any non-committee member who does not follow these rules is to be asked to leave the examination.

3) A student is judged to have satisfactorily completed the Final Oral Examination if the Final Oral Examination committee casts no more than one negative vote.

4) The exam is to begin with the candidate's brief presentation of dissertation objectives and key findings.
5) Questioning is to begin and proceed in a manner similar to the procedure followed in the oral candidacy examination. Each committee member is to have equal opportunity to ask questions.

6) It is the responsibility of the Chair of the Final Oral Examination committee to make these rules clear at the beginning of the examination and to see to it that these rules are followed throughout the examination.

4. **Graduation Requirements**

In addition to the requirements outlined in this chapter, the Graduate School requirements for a Ph.D. degree include (see Section II.6.16):

1) Satisfactory completion of the Candidacy Examination and submission of the Candidacy Examination Report form to the Graduate School

2) Registration for at least three graduate credit hours during the semesters when the Candidacy and Final Oral Examinations are taken and during the semester in which graduation is expected

3) Submission of the Application to Graduate form to the Graduate School no later than the second Friday of the semester in which graduation is expected

4) Completion of a minimum of 90 graduate credit hours, at least 60 of which must be completed beyond the master’s degree

5) Completion of the following residence requirements after the master’s degree has been earned or after the first 30 hours of graduate credit have been completed:
   a. a minimum of 30 graduate credit hours at this University
   b. a minimum of two out of three consecutive semesters with an enrollment of at least ten graduate credit hours per quarter at this University
   c. a minimum of 20 graduate credit hours over a period of at least two semesters after admission to candidacy

6) Graduate cumulative point-hour ratio of at least 3.0

7) Approval of dissertation draft by the Dissertation Committee members and submission of the Draft Approval form and the dissertation draft to the Graduate School at least two weeks before the date of the Final Oral Examination

8) Satisfactory completion of the Final Oral Examination and submission of the Final Oral Examination Report form to the Graduate School no later than Wednesday two weeks prior to commencement
9) Submission of the approved dissertation and abstract and the Final Approval form to the Graduate School no later than one week before commencement

10) Completion of Ph.D. degree requirements within five years after being admitted to candidacy

11) Receipt of final grades in the Graduate School by the deadline published in the Master Schedule of Classes

12) Payment of doctoral hood, microfilming, and binding fees no later than one week before commencement