

# MARKETING, PH.D.

The Doctor of Philosophy degree is awarded for scholarly attainment and represents the highest degree in business administration that the University may bestow upon a student. The PhD in marketing program will enable students to be competent in the advancement and dissemination of marketing theory, research, and practice. The doctoral program in marketing is designed principally to prepare students for a career in academic research and higher education.

## Admissions

The application deadline for fall admission is February 1.

In addition to the minimum Graduate School admission requirements, to be considered for regular admission an application must include:

- A resume
- 3 letters of recommendation
- A GRE score of at least 300 (verbal + quantitative) or a GMAT score of at least 550.

Students who do not meet these requirements, but who excel in other areas, may be considered for "Admission with Permission to Continue."

See the Admission Criteria section of this catalog for more information.

## Curricular Requirements

Required Courses:	Hours
MKT 518 or Mktng Mgmt & Decision Making	3
IBA 555 Global Market Management	
MKT 613 Consumer Behavior	3
MKT 674 Meas Struct Equatn Model	3
MKT 690 Theory Development and Use	3
MKT 691 Graduate Seminar In Mkt	3
MGT 690 Research Methods I	3
MGT 691 Research Methods II	3
MGT/MKT Elective	3
<b>Minor Field Electives Courses (with advisor approval)</b>	<b>12</b>
MKT 688 Quant Modeling in Marketing	3
Quantitative Methods Courses	9
<b>Dissertation Research Hours (MKT 699 - with advisor approval; distributed appropriately throughout the program)</b>	<b>24</b>
<b>Total Hours</b>	<b>72</b>

### Footnotes

1. One minor field of study must be selected from within the Manderson Graduate School of Business or in a discipline outside the School that is closely related to the student's major field of study. To satisfy the minor-field requirement, the student must meet the standards set by the program area granting the minor. In general, this means that the student must demonstrate a thorough grasp of the philosophy, methodology, and literature dealing with the minor field. The student must take a minimum of four graduate courses to satisfy the minor-field requirement. Some minor fields require a written comprehensive examination. For applied statistics, the minor-field requirement is replaced by the interdisciplinary field courses.

## Transfer Credit

Graduate School information on Transfer Credit

## Doctoral Plan of Study Requirement

Graduate School Information on Plan of Study.

## Comprehensive/Qualifying Exam

Our qualifying exam process consists of three parts, a first and second-year paper exam, and a methods based comprehensive exam. The first-year paper is completed during the summer between the first and second year. The primary goal of the first-year paper is for students to exhibit the ability to identify a unique research idea, provide a strong theoretical underpinning for the idea, draw on that theoretical perspective to develop and support testable hypotheses, and suggest a research methodology to allow the testing of the hypotheses. Evaluation of the first-year paper includes both written and oral components. The second-year paper occurs during the late spring of the second year. The focus of the second-year paper is to provide evidence of the ability to carry out a research project including data collection, analyses, and interpretation. After the second-year paper, a comprehensive exam focusing on methods learned through coursework will be given. A final oral presentation and evaluation following the second-year paper and methods comps will conclude the qualifying examination process. All examinations may include oral and written components.

The examinations are conducted by the student's supervisory committee or other committee established in the program area. Whereas one of the purposes of the preliminary examination is to determine the student's research competence to begin work on a dissertation, the examination should be completed at least nine months before the degree is to be awarded. In accordance with University policy, a student may attempt each examination no more than two times. However, each student should consult his or her program's policies for the written comprehensive examination because programs may vary in approach and requirements. Having to take multiple exams twice may result in dismissal from the program. Failing any examination twice results in dismissal from the degree program and the Graduate School.

## Admission to Candidacy Requirements

Students are admitted to Candidacy for the Ph.D. degree after they have met the following requirements:

- Complete all required coursework
- Complete a 3-part qualifying exam:
  - Pass their first-year paper (during the summer after their first year)
  - Pass their second-year paper (during the summer after their second year)
  - Pass their methods comps (during the summer after their second year)
- Successfully pass the dissertation proposal

## Continuous Enrollment Policy

Graduate School information on Continuous Enrollment Policy

## Dissertation Requirements

A dissertation showing the ability to conduct independent research and skill in organization, writing, and presentation must be prepared on a topic in the major field. It must constitute an original contribution to knowledge. Early in the process, the subject of the dissertation must be approved by the dissertation committee of the major department or

division and by the dean of the Graduate School. The student formally presents the written proposal to the dissertation committee and defends it in a meeting with the committee. The dissertation proposal aims to show the appropriateness, manageability, and significance of the projected research. The proposal normally includes an introduction giving an overview and stating the significance of the proposed research, review of the literature, and methodology. Departments determine the details of the dissertation proposal's format with respect to such things as the length of the introduction and detail of the review of the literature.

Once the student and dissertation chair have developed a proposal, and the graduate dean has approved the dissertation committee, the student schedules the dissertation proposal meeting that includes all committee members. The student cannot propose a dissertation and have its final defense in the same semester.

A dissertation committee, with the director of the dissertation as its chairperson, supervises the preparation of the dissertation. The dissertation committee shall have not fewer than five members, all of whom are appointed by the dean of the Graduate School. Students may set up their committee through the Graduate Academic Activities portal on the Graduate School website.

All members of a dissertation committee must hold Graduate Faculty status at The University of Alabama and must represent at least two academic departments. The chair of the committee must be a full member of the Graduate Faculty, as described in the Catalog's section on Qualifications of the Graduate Faculty. A majority of the Dissertation Committee members must be full-time regular University of Alabama faculty. If the outside member is not a full or associate member of the UA Graduate Faculty (e.g., if s/he is a highly qualified person from another university, a business or industry), the graduate dean needs to appoint that member by approving Affiliate Graduate Faculty status for the specific purpose of serving on the student's dissertation committee.

The graduate dean's approval of the proposed dissertation committee is expected to be obtained before significant progress is made on the dissertation—typically just before or just after the dissertation proposal meeting. For this purpose, the student submits the Appointment/Change of a Doctoral Dissertation Committee through the Graduate Academic Activities portal on the Graduate School website.

The final oral dissertation defense is the culminating experience in the doctoral program. Once the dissertation committee has agreed that the student is prepared for the final oral dissertation defense, the student and committee members will set the defense date. As such, all members of the dissertation committee are expected to attend and participate in real time. Virtual attendance via interactive video or teleconference is permitted for off-campus external committee members, but the student and Tuscaloosa campus faculty should attend in person unless extraordinary circumstances dictate the need for virtual attendance. In circumstances where virtual participation is necessary, all participants must follow the Virtual Participation guidelines.

This approach is intended for doctoral students whose dissertation will consist of a number of related manuscripts or articles that represent independent research or creative activity. It is an option available only to students in certain fields in which the faculty have received Graduate Council approval from the Graduate Council

## **Time Limits for Degree Completion Requirements**

Graduate School information on Time Limits.

## **Academic Misconduct Information**

Graduate School information on Academic Misconduct.

## **Withdrawals and Leave of Absence Information**

Graduate School information on Withdrawals and Leave of Absence.

## **Academic Grievances Information**

Graduate School information Academic Grievances.

## **Grades and Academic Standing**

If a student's cumulative grade average falls below "B," or if the student earns a "D" or "F" in a graduate course, the student may be dismissed from the program. Graduate School information on Grades and Academic Standing.

## **Graduate School Deadlines Information**

Information on Graduate School Deadlines.

## **Application for Graduation Information**

Information on the Application for Graduation.