

GRADUATE STUDENT HANDBOOK

MARKETING DEPARTMENT
TIPPIE COLLEGE OF BUSINESS
THE UNIVERSITY OF IOWA

*Formal Milestones
in the Ph.D. Program*

Revised Fall 2020

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DEPARTMENT OF MARKETING PH.D. PROGRAM

Mission

The mission of Iowa's Ph.D. program in Marketing is to train future scholars for placement in top research universities. We develop our students to conduct the highest quality research, teach to standards of excellence, and provide valued services to society. Graduates of our program are placed in tenure-track positions at accredited universities around the world, where they continue to engage in top-level scholarship, teaching, and service.

We would like our Ph.D. students to achieve the following by the time they graduate:

- To demonstrate the ability to conduct independent, original research that leads to publications
 - ✓ Develop research ideas that have theoretical contributions
 - ✓ Test the theory/model with appropriate methodology
- To demonstrate proficiency and knowledge in the specialization discipline
- To demonstrate effective communication skills
 - ✓ Write clearly and professionally
 - ✓ Present research in a comprehensible and interesting manner
- To be effective teachers in their disciplines
- To demonstrate ethical understanding and behaviors in their profession

Introduction

This document, along with the Manual of Rules and Regulations of the Graduate College and general requirements found under the College of Business Administration in the University of Iowa General Catalog establish the rules and procedures which govern the Department of Marketing's Ph.D. Program.

Important Contacts:

Department Executive Officer
Professor DJ Nayakankuppam
S248 PBB
319-335-1981
ghananijay-nayakankuppam@uiowa.edu

Director of Graduate Studies
Professor Alice Wang
S332 PBB
319-335-0843
jing-wang@uiowa.edu

Director of Ph.D. Student Services
Renea Jay
W288 PBB
319-335-0830
renea-jay@uiowa.edu

Department Administrator
Michelle Highly
S252 PBB
319-335-2521
michelle-highly@uiowa.edu

Admission Processes and Criteria

Admission into our program is highly competitive, with an average of two students admitted out of ~40-60 applicants per year. Our typical class size of two students per year helps us to maintain a faculty-student ratio of approximately 1:1 which helps us maintain our high standards of education and mentoring. Our selection criteria include GMAT (or GRE), GPA, candidates' statement of purpose, resume and three letters of recommendation. We strongly consider whether their career goals and research interests are aligned with our program strengths.

Semester Hour Requirements

The Graduate College requires that all doctoral programs will contain a minimum of 72 semester hours of graduate course work. Of those 72 semester hours, at least 39 must be earned while registered in The University of Iowa Graduate College, and after formal program admission. For example, the academic registration requirement cannot be fulfilled by coursework completed under the non-degree or non-departmental student classification or with transfer credit. At least 12 semester hours of approved doctoral level courses must be completed in marketing. Students must also complete a minimum of 9 semester hours of doctoral level courses beyond the Ph.D. core course concentration outside the Marketing Department.

A student must be registered in the semester in which he/she earns his/her degree.

Examination Structure

The Department of Marketing requires that each doctoral student pass: qualifying exams (See Item 2 under major milestones), a First Year Paper (See Item 3), a Second Year Research Paper (See Item 5), a Dissertation Proposal (See Item 6) and a Final Dissertation Defense (See Item 7). The Qualifying Examinations are based on the courses taken during the first year of the program. The Second Year Research Paper consists of a presentation of a research paper to the marketing faculty and is expected to take place at or near the end of the student's second year in residence. The Dissertation Proposal is expected to take place at the end of the student's third or fourth year in residence. All coursework must be completed before a student may present a Dissertation Proposal.

Course Requirements

Core Courses (18 s.h.)

Marketing Ph.D. students can choose from two research tracks—Consumer Behavior (CB) or Quantitative Modeling (QM). Each track has different ways to satisfying the economic and statistics requirements of the Plan of Study. Students who decide to change tracks (from CB to QM, or from QM to CB) will have to take additional work to satisfy course requirements of the new track.

Summer Research Seminar in Marketing (0 s.h., Audit)

The Summer Ph.D. research seminar involves a variety of different topics. Students must take this course every summer during their first, second and third years. It is optional for their fourth year. No credit will be awarded.

Departmental Seminars (12 s.h.)

Consumer Behavior
Quantitative Modeling
Problems and Solutions in Behavioral Research
Advanced Quantitative Modeling Techniques

Minor Area of Study (12 s.h.)

Note that a plan for a Minor Area of Study, consisting of 12 semester hours, is to be completed for all students at the end of the first year of course work. Minor course work does not have to be completed before a student sits for the Qualifying Examinations. Students should take a total of four courses in one defined non-marketing area (such as Psychology, Economics, Sociology, Geography, Psychometrics, and Statistics). Courses must be approved by the Director of Graduate Studies.

Electives (9 s.h.)

Students should take a total of three courses not included in the Core Course requirement. Each course must be approved by the Director of Graduate Studies.

Thesis Hours (9 s.h. – 15 s.h.)

Variable credit courses intended for independent research related to the student's thesis.

Transfer Credits

Graduate work at other institutions will be entered on the student's Permanent Record by the Office of Admissions, and a report on this action will be sent to the student and to his or her major department. Credit for these courses toward an advanced degree at Iowa must have the approval of the major department and the dean of the Graduate College.

In general, courses not completed at Iowa will not be counted as part of the semester hour requirements. Residence Graduate credit from another Iowa Regents University (including University of Iowa) may be counted depending on faculty assessment of application to Ph.D. in Marketing.

Curriculum Milestones

The purpose of this document is to help students and their advisors effectively manage student performance in the Ph.D. program and to set goals that will enable student success. Within this overarching purpose, a great deal of specific information is provided that should help students (and their advisors) monitor their progress in the program and set goals for the future.

Students' progress in the Ph.D. program is monitored and evaluated in three main ways:

- (1) advisors keep track of all completed course work in the student's plan of study;
- (2) students undergo major milestones (e.g., qualifying exams, first year paper, second year paper, proposal defense, and dissertation defense) that are evaluated by faculty committees; and
- (3) every student's overall progress (course work, assistantships, mentored research, and dissertation work) is reviewed by the Director of Ph.D. Student Services and Director of Graduate Studies each year.

These milestones correspond to the formal requirements toward earning a Ph.D. There may be a difference between fulfilling the requirements for earning a degree and preparing oneself to meet one's career goals. To be competitive for positions at research universities, students must have significant involvement in multiple research projects that will result in publication. Because students' goals are different, formal requirements for research projects are not detailed here. Furthermore, although a student's advisor and the Director of Graduate Studies can be a resource for advice and input in terms of how to gain involvement in research projects, the impetus of such involvement rests with the student. Thus, while this document is meant to enhance students' management of their performance in the program, it is not a performance management process in and of itself. Students need to be proactive, and work closely with their advisors, to make sure that both formal and "unofficial" goals are met.

This document should be interpreted as outlining normal procedures for moving through and completing the program. However, a student may appeal to waive or modify a particular procedure if they feel there are compelling reasons to do so. Waivers or modifications may be approved provided: (1) the case for the proposed deviation is presented in writing; and (2) the student's advisor and the Director of Graduate Studies both agree to the modification in writing.

Major milestones in the Ph.D. program are as follows:

1. Satisfactory annual faculty review of student progress (every year).
2. Qualifying exams (normally at the beginning of the summer after 1st year at end of May).
3. First Year paper (normally presented at the beginning of the 2nd year).
4. Completion of required and elective course work (normally by the end of 2nd year).
5. Second Year research paper (normally presented in the spring of the 2nd year).
6. Oral defense of dissertation proposal (normally during the summer after 4th year).
7. Defense of completed dissertation (normally during spring of the 5th year).

Upon successful completion of items 1-5 you will be listed as Post-Comp in the Ph.D. program. The student is required to register each fall and spring semester after satisfactorily completing the comprehensive examination until the degree is awarded. If a student fails to register, the student may not be readmitted to candidacy until the student has submitted an application that has been approved by the student's advisor, the departmental executive, and the Graduate College dean.

In addition to the Ph.D. the department also awards Master of Arts degrees in Business Administration. This degree does not have a separate program and is awarded only to students who fail to complete the Ph.D. The MA is a coursework-only degree and is subject to the requirements of the Graduate College, as found in the *Rules and Regulations of the Graduate College* manual. The major requirement is the completion of 35 semester hours of graduate coursework beyond the bachelor's degree.

Specifications for each milestone are outlined in the following sections.

1. Annual Faculty Review of Ph.D. Student Progress

The Director of Graduate Studies and advisor will meet once per year to evaluate the progress of all Ph.D. students. Prior to the meeting, each student will be responsible for approaching a faculty member with the request to be his or her primary advisor. This advising relationship may be the same or different from the person who will eventually serve as the student's first year paper, second year paper and dissertation chair. This solicitation of a faculty advisor should be done at the beginning of the fall semester each year, but can be changed at the request of the student or faculty member. Each April the student is responsible for preparing a Progress Report that consists of his or her: (a) up-to-date curriculum vita; and (b) a one-page summary of goals attained during the year as well as goals and plans for the following year. This report is due to the student's advisor and the Director of Graduate Studies prior to the faculty review meeting.

Each student's advisor will be responsible for preparing advance comments about the student's research activities prior to the evaluation. Input from all relevant faculty members will be solicited with respect to the student's performance in course work, mentored research projects, and research or teaching assistantships. Following the evaluation, the Director of Graduate Studies will be responsible for developing a written performance assessment, which will be shared with the student as soon as possible, typically by July 15.

Academic Probation: Although most students complete program requirements successfully, it is important to note that continuation in the Ph.D. program is contingent on satisfactory academic progress. As stated in the Graduate College manual, "A doctoral student on regular status shall be placed on probation if, after completing 9 semester hours of graded (A, B, C, D, F) graduate work at The University of Iowa, the student's UI Cumulative GPA falls below 3.00. A student regains good academic standing when his or her UI Cumulative GPA returns to 3.00. If, after completing 9 more semester hours of graded (A, B, C, D, F) graduate work at this University, the student's UI Cumulative GPA remains below 3.00, the student will be dropped from the degree program and denied permission to re-register within any Graduate College doctoral degree program. The student may apply for and be accepted into a non-doctoral degree or certificate program."

Failure to Make Progress: Grades are one way that academic progress is assessed; however, faculty assessments of the student's overall performance in the program (including research and teaching assistantships), as well as the passing of other milestones are also considered. In cases where the overall faculty assessment of the student is failing to make adequate progress, the issues will be outlined in the advisor's performance assessment, as noted above. Recommendations for improvement will be provided and goals will be specified that need to be met in order for continuation in the Ph.D. program. In some cases, the performance assessment may advise the student to begin considering other (non-program) options, in the event that performance does not improve sufficiently to justify continuation in the program. ***Continued financial aid is contingent on acceptable progress in the academic program, passing written and spoken English requirements (if required), as well as on acceptable performance in previous research and/or teaching assistantships.*** It is possible that a student may be permitted to continue to take classes in the program, but be denied additional funding, based on faculty assessments of the student's previous Research Assistant or Teaching Assistant performance.

2. Qualifying Exams

The purpose of the qualifying exams is to ensure students can (1) understand basic marketing research concepts and methodologies, (2) internalize and integrate knowledge learned in different classes from different disciplines, and (3) think critically. Only students who have successfully passed the qualifying exams will continue with the remaining of the Ph.D. program.

The qualifying exams are at the end of May after the 1st year of the program. It involves essay questions across multiple days. A rotating qualifying exam committee will prepare exam questions and assess the responses. There are three possible outcomes of the qualifying exam. First, students who fail to demonstrate the three qualifications outlined in the previous paragraph may not continue in the doctoral program, but can continue taking classes to finish the master's program by the end of the second year.

Students who demonstrate some yet unsatisfactory grasp of the above three qualifications will have a second chance to retake the qualifying exams at the end of the summer after the 1st year. The committee will assess the answers again on the three qualifications. Each student can only retake the qualifying exams once.

Students who successfully demonstrate the above three qualifications will continue their Ph.D. program, moving on to the following milestones.

Advisor of directed readings during spring semester of the first year is EXCLUDED from grading the qualifying exam.

3. First Year Paper

The purpose of the first-year paper is to give students experience synthesizing literature, identifying themes and proposing a research idea. By October 15 of the first year, a student should have selected a first year paper advisor and a topic for the first year paper. The student should set up regular meetings with the first year paper advisor. Spring semester of the first year, the student should sign up for a Directed Readings with the advisor. The student should submit a full-length academic style review paper on the chosen topic to the advisor as part of the Directed Readings. The paper should be written by the student. The role of the faculty is to guide the student in research and provide feedback, but not to get directly involved in the writing process. The student will make a presentation to the full faculty at the beginning of the Fall semester of the second year about the research paper. The full faculty will review the paper and presentation.

In the event that either part of the examination (paper or presentation) is not deemed to be satisfactory, then at the discretion of the departmental faculty, the student may have one more attempt. Students who do not complete this requirement may not continue in the doctoral program.

4. Completion of Required and Elective Course Work

Completion of the doctoral program requires a total of 72 credit hours. Required course work is normally completed during the first two years of a student's academic program. Given the advanced nature of Ph.D. studies and the differing backgrounds of entering students, course requirements are customized for each of our students. See Appendix 1 for sample scheduling.

When selecting courses, the students should consult the online course catalog to see if similar courses are available. Students should email or meet with their advisor and Director of Graduate Studies to confirm that the course selections are appropriate prior to completing course enrollment.

Students are encouraged to work closely with the Director of Ph.D. Student Services, and the Director of Graduate Studies of the Ph.D. Program to ensure that they have completed all Graduate School requirements including completing a sufficient number of credit hours.

5. Second Year Research Paper

The purpose of the second year paper is to give students experience in writing a full-length paper that is of high enough quality to be submitted to a major academic conference or top-tier journal. Each student should work with a faculty advisor in identifying a topic and drafting the paper. The paper should be written by the student. The role of the faculty is to guide the student in research and give feedback, but not get involved in the writing process. Identification of the topic and faculty advisor should happen in the summer between Years 1 and 2. Students must submit the paper at least 2 weeks prior to the presentation. The full faculty will review the paper and presentation.

In the event that either part of the examination (paper or presentation) is not deemed to be satisfactory, then at the discretion of the departmental faculty, the student may have one more attempt. Students who do not complete this requirement may not continue in the doctoral program.

To be eligible for this examination a student must have completed all required coursework with the exception of minor courses and the teaching preparation requirement.

We expect that students will complete this requirement by the end of their second summer in residence. Failure to finish the second year paper on time will affect the eligibility of financial aid in the subsequent years.

6. Defense of Dissertation Proposal

Following the completion of course work, the qualifying exams, and the first year and second year papers, the major remaining hurdles involve proposing, conducting, and defending the dissertation. The defense of the dissertation proposal is conducted at the point where the candidate has: (a) passed the qualifying exams, (b) passed the first year paper and second year paper, (c) completed all course work, (d) organized a dissertation committee in consultation with their advisor, (e) obtained their feedback on a draft proposal, and (e) submitted a formal dissertation proposal to the committee. The proposal should be written by the student. The role of the faculty is to guide the student in research and give feedback, but not get involved in the writing process. The dissertation defense is open to the public but only the committee can vote on the outcome. Successful completion of the proposal defense will mean that the dissertation committee has approved the student's proposal and plan for the dissertation.

Students must organize a committee of at least five faculty members willing to serve on the dissertation committee. At least four of the faculty members must be members of the University of Iowa tenure-track faculty. At least two of the faculty members must be from the major department (defined as faculty members who hold any appointment in the major department or program), and are members of the University of Iowa tenure-track faculty (including Emeritus faculty). At least one faculty member must be from outside of the marketing department. Departments and programs may request the Dean's permission to replace one of the five members of the Graduate Faculty by a recognized scholar of professional rank from another academic institution. Additional paperwork

is required for this member, please contact the Director of Ph.D. Student Services. Dissertation defenses are open to all members of the department as well as to the general public. More detailed procedures for final dissertation examinations can be found in the rules and regulations of the Graduate College.

In addition, students are required to request feedback on a draft of their proposal from all members of the dissertation committee, before attempting to schedule their proposal defense. Students should work with their advisors on the proposal before submitting it to the rest of the committee members. Students should submit the proposal at least 2 weeks prior to the defense. Students are expected to incorporate the committee members' feedback to revise the proposed research (as needed) and finish writing the full dissertation proposal.

The student is required to register each fall and spring semester after passing the dissertation proposal defense until the degree is awarded. If a student fails to register, he or she may not be readmitted to candidacy until the student has submitted an application which has been approved by the student's advisor, the DEO, and the Graduate College dean.

7. Successful Dissertation Defense

Early in the semester in which the dissertation defense is planned, students need to make arrangements with the Department Administrator for a room reservation with a date and time that works for your committee members. The following documents are obtained and completed for the students by the Director of Ph.D. Student Services: (1) Ph.D. Final Examination (Dissertation Defense) and Graduation Procedures, from the Graduate College; and (2) Report of Examination: Advanced Degree. The dissertation should be written by the student. The role of the faculty is to guide the student in research and give feedback, but not get involved in the writing process. Students should submit the dissertation at least 2 weeks prior to the defense. The dissertation defense is open to the public but only the committee can vote on the outcome.

All doctoral dissertations must be submitted to the Graduate College in electronic format. (See "Electronic Theses and Dissertations" for help with the submission of your ETD to UMI/ProQuest.) Please reference the *Graduate College Manual of Rules and Regulations* (sections X.H. and XII.M.) to review the submission text.

Plagiarism by Graduate Students. The Online Oxford English Dictionary defines "plagiarize" as follows, "to take and use as one's own (the thoughts, writings, or inventions of another person); to copy (literary work or ideas) improperly or without acknowledgement; (occas.) to pass off as one's own the thoughts or work of (another)." In practice, the exact definition of "plagiarize" or "plagiarism" is dependent upon the unique attributes of the creative work of a particular discipline. Thus, it is understood that different academic disciplines and cultures may have different interpretations as to the actual actions which constitute plagiarism. With this in mind, the Graduate College will operate in the following manner when a program or department discovers an act or acts of plagiarism on the part of a graduate student.

If the faculty members of a program or department determine that the transgression is not major, or else feel that there is a misunderstanding of the acts which constitute plagiarism, the program or department may wish to work with the student so as to prevent future occurrences of plagiarism on the part of that student. Written notification of the offense and the remediation for the offense must be sent to the Graduate College for inclusion in the student's file.

If the faculty members of a program or department discover an act (or acts) of plagiarism that is (are) sufficiently egregious that expulsion from the program is warranted, the student will be terminated from his or her graduate program for reasons of plagiarism. In this case, the student will be simultaneously terminated from the Graduate College of The University of Iowa. The program or department must notify the student of his or her termination in writing. All relevant facts, as well as the process for appealing the decision, must be contained in the termination letter. The Graduate College must receive a copy of the termination letter.

The appeal process for students accused of academic misconduct is specified in The University of Iowa document, "Policies and Regulations Affecting Students, C. Academic Misconduct."

Role of Academic Advisor and Student Expectations

Each student will need to secure an academic advisor by mid-October of Year 1. Students may ask any faculty member in the department. Keep in mind that some faculty may turn down your request to be your advisor for several reasons (e.g., already advising students, poor research fit, heavy workload at that particular point in time). The academic advisor does not necessarily need to be the student's second year paper or dissertation chair. Students are able to change academic advisors in later years by mutual agreement, and this may occur as students' research interests solidify and meld with another faculty member's interests better. Please make sure you communicate any advisor changes with the Director of Ph.D. Student Services.

The academic advisors' primary responsibilities are to:

- Meet with the student advisee to discuss progress report and develop goals for the next academic year. The goals should address curriculum milestones, research activity and skill development. This meeting should be done by July 15 of each year.
- Meet at least twice a month with advisees to discuss, among any other relevant issues, their progress towards goals and what help they need to achieve goals.
- Provide advice to advisees as they consider taking on new research projects and what directions to go with existing projects.
- Provide advice to advisees on potential topics for second year papers and dissertations, or identify other faculty members who may be more appropriate advisors for specific topics.

The Ph.D. students' primary responsibilities are to:

- Develop strategies and timelines to achieve goals, in consultation with the advisor.
- Meet with your academic advisor at least twice a month to discuss your progress towards goals, obstacles you are encountering, and seek advice on how you can stay on track.
- Seek your advisor's input before agreeing to any new research projects (whether with other faculty or fellow students). Your advisor can help you decide what is and is not a good use of your time, whether you may be stretching yourself too thin, and/or help support you if you should or want to say "no" to a new project. ***Your advisor should be aware of all the research projects you are involved in.***
- Create and maintain a list of all of your research projects, including co-authors and the project title. This will help you and your advisor keep track of your progress on each project. This list should be included on your CV as part of "Working Papers" and "Research in Progress".
- Seek your advisors help or guidance as needed throughout the semester, whether it be for concerns related to courses, research projects, teaching, or fellow students. We want to help you do well in the program so let your advisor know when you need help with something.

Funding

We commit to funding all students making satisfactory progress toward the completion of their degree for five years. This funding is typically a combination of fellowship money (with no work-related requirements attached) and TA or RA money (with designated work responsibilities). We work diligently to secure fellowship funding for students whenever possible. These include, but are not limited to, the following fellowships from the Graduate College: Graduate College Recruitment Fellowships (by nomination only), Graduate College Post-Comprehensive Research Awards (by nomination only), Graduate Diversity Scholarships and Fellowships, Lulu Merle Johnson Fellowships (recruitment fellowships) (by nomination only), Ballard and Seashore Dissertation Fellowships (by nomination only), and Graduate College Summer Fellowships (by nomination only). We also offer within-department fellowships from collegiate funds. Additional external funding may sometimes be available.

The remainder of our nine-month academic-year funding is generally in the form of teaching assistantships, in either 10-hour (25%) or 20-hour (50%) assignments to specific classes. We will work one-on-one with the student to develop a plan of teaching that will allow for successful development and demonstration of teaching capabilities prior to entering the job market. This typically will include a progression starting with grading classes, to leading discussion sections in Introduction to Marketing Strategy (MKTG:3000) to independently teaching a course.

To further support our students' learning and research (as resources are available), the department will provide:

- Summer funding through fellowships as available as well as additional teaching opportunities when they are available.
- Funding for doctoral student travel to national conferences (e.g., ACR, SCP, Informs, AMA) when they are presenting papers or on the job market at those conferences. In addition, we will support additional opportunities for research methods and teaching training when possible, according to the Ph.D. Student Travel Policy (see below).
- A \$500.00 research budget based on successful completion of the various milestones in the program. This budget may be used at the discretion of the student for funding items such as research data, paying for professional memberships, and research equipment. Consult the Ph.D. director for expense approval prior to purchase.

Financial Support

In general, financial support is provided by means of a Teaching Assistantship or Research Assistantship. Students who have not successfully passed the English proficiency requirement established by the University within the first year will receive reduced funding in subsequent years. (i.e., students must be judged as “fully certified” to teach).

All students for whom English is not a first language and who have first-time appointments as graduate teaching assistants (TAs) are required to take a couple of tests to assess their effectiveness in listening and speaking English before they are assigned assistantship responsibilities. The English Speaking Proficiency Assessment (ESPA) is a test that assesses these students' oral language and listening skills. The English Language Performance Test (ELPT) is a supplement to the ESPA test and is given to students who have scored 50 or 55 on the ESPA

or foreign language TAs with a 45. (Students who score 60 on the ESPA are not required to take the ELPT.) The ELPT is designed to measure the prospective teaching assistant's ability to communicate in English in a classroom context in their own field of study. The ELPT attempts to identify specific aspects of language likely to present problems in communication for the new teaching assistant (TA) whose first language is not English.

If you fail one of these exams you will be required to take a TAPE class during following semester. To remain in good-standing in the Ph.D. program you are required to pass these exams partially (B level) by the end of your first year and full (A level) certification by the end of the second year.

Your **subsequent spring semester** funding will be reduced to 25% if (1) you don't pass at B level by the end of fall of your second year or (2) you don't pass at A level by the end of fall of your third year.

Your **subsequent fall semester** funding will be reduced to 12.5% if (1) you don't pass at B level by the end of spring of your second year or (2) you don't pass at A level by the end of spring of your third year.

Your **subsequent spring semester** funding will be reduced to 0% if (1) you don't pass at B level by the end of fall of your third year or (2) you don't pass at A level by the end of fall of your fourth year.

* If your funding falls below 25%, you will be responsible for your benefits, tuition and fees.

** Your funding will be adjusted in the semester after you pass at the B or A levels.

*** For students who join at the beginning of the Spring semester your timeline will be adjusted accordingly.

External Funding Opportunities

Students are strongly encouraged to consider applying for external funding opportunities. External funds can open opportunities for students that might not otherwise exist. In addition, receipt of these awards can often bring considerable recognition to the student. In many cases, applications must be made with the student's advisor as either the primary or co-investigator.

NSF Doctoral Dissertation Research Grants – www.nsf.gov.

MSI Research Grants – www.msi.org

Ph.D. Student Travel Policy

During any academic year students can receive funding of up to \$750.00 to use for travel that meet the following parameters:

- Students who are not in their first year but are presenting peer-reviewed research papers at major conferences including the Association for Consumer Research, Society for Consumer Psychology, American Marketing Association, or INFORMS.
- Students who are “on the market” at the summer American Marketing Association conference for that year’s academic job market.
- Students who are attending an approved research methods or teaching seminar or additional research meeting (such as a specialized research conference). Approval for these meetings must come from the Director of Graduate Studies prior to making travel plans.

To receive funds, students should **first** apply for Graduate Student Conference Travel Awards or other awards available on and off campus. If funds are not awarded, or are inadequate to cover conference expenses (i.e., transportation, registration, food, and lodging), the department will provide travel funds. Approval for all travel must come from students’ advisors or the Director of Graduate Studies prior to making travel plans. Students should also note that **a travel plan must be filed with the University prior to travel**. The department administrator does this for you. You must email the travel form (see appendix 6) to the department administrator at least 2 weeks prior to traveling. If you travel before a trip has been filed in the system you WILL NOT receive any reimbursement of any kind for any of your travel expenses.

Symposia and Consortium

The marketing discipline has a number of opportunities for Ph.D. students to interact with students and faculty from other universities. The below conferences are for chosen PhD students:

ACR Doctoral Symposia

This symposium offers Ph.D. students an opportunity to meet each other, interact with faculty, share and develop research ideas. See the conference website for details.

Robert Mittelstaedt Doctoral Symposium

The Mittelstaedt Doctoral Symposium is hosted each spring by the Marketing Department at University of Nebraska, Lincoln. Mittelstaedt is a two-day event emphasizing dissertation research. Doctoral students present their dissertation research and receive commentary from doctoral discussants as well as other attendants. Each university sends two students: one presenter and one discussant. The presenter is expected to give a 30 minute presentation of a current research project while the discussant is expected to give a 10 minute commentary on the presentation of a student from another school. Typically, presenters and discussants are students in the 3rd or 4th year of their doctoral program. Selection for this conference typically occurs in mid-October.

Haring Symposium

The Haring Symposium is held every April at Indiana University in Bloomington. This event brings together faculty and students from the Big 10 universities plus a few other schools (which vary each year). Each university sends two students: one presenter and one discussant. The presenter is expected to give a 20 minute presentation of a current research project while the discussant is expected to give a 5 minute commentary on the presentation of a student from another school. Typically, presenters and discussants are students in the 3rd or 4th year of their doctoral program. Selection for this conference typically occurs in late October.

AMA-Sheth Foundation Doctoral Consortium

The AMA-Sheth Foundation Doctoral Consortium is held every summer. This event provides doctoral students with an opportunity to interact with students from other universities and glean insights from leading marketing faculty across the world. Each university designates one doctoral student to attend this prestigious event as a consortium fellow. Selection for this conference typically occurs in January.

Marketing Related Conferences

Research presentations are an integral part of Ph.D. students' education. Conference presentations help students develop communication skills and feedback received during presentations can help in the paper publication process. Following are conferences that Marketing Ph.D. students should consider for paper submission:

American Marketing Association (AMA)

www.ama.org/events-training/Conferences/

Associate for Consumer Research (ACR)

www.Acrwebsite.org

INFORMS

www.informs.org/Meetings-Conferences/INFORMS-Conference-Calendar

Society for Judgment and Decision Making (SJDM)

www.Sjdm.org

Society for Consumer Psychology (SCP)

www.Myscp.org

Society for Marketing Advances (SMA)

www.Marketingadvances.org

Society for Personality and Social Psychology (SPSP)

www.Spsp.org

Neuroeconomics

www.Neuroeconomics.org

Interdisciplinary Symposium on Decision Neuroscience (ISDN)

www.fox.temple.edu/institutes-and-centers/center-for-neural-decision-making/events/

Dissertation Competitions

Several organizations sponsor dissertation competitions for marketing Ph.D. students. These awards provide funds to the student and considerable recognition. Award winners are generally highly sought after on the job market.

ACR Sheth Foundation Dissertation Competition

<http://www.acrwebsite.org/topic.asp?artID=349>

AMA Howard Doctoral Dissertation Award

<http://themarketingfoundation.org/howard.html>

Fordham Pricing Dissertation Competition

<http://www.fordham.edu/cba/pricecenter/>

INFORMS Dantzig Dissertation Award

<http://www.informs.org/index.php?c=134&kat=Dantzig+Award>

ISBM Business Marketing Doctoral Support Award Competition

<http://isbm.smeal.psu.edu/research/doctoral-awards>

MSI Clayton Dissertation Proposal Competition

<http://www.msi.org/awards/index.cfm?id=60>

SCP Dissertation Proposal Competition

http://www.myscp.org/phd_contest.aspx

SMA Doctoral Dissertation Competition

<http://www.marketingadvances.org/displaycommon.cfm?an=1&subarticlenbr=18>

For more awards, see AMA website:

<http://www.marketingpower.com/Community/ARC/Pages/Career/PhD/Awards/default.aspx>

Other Useful Resources

While not required, students are strongly encouraged to review the follow association websites, sign up as student members of major marketing associations, receive updates from association list-serves, and update their website and social media accounts with an eye towards achieving a professional social media presence.

Association for Consumer Research

Sign up as student member: <http://www.acrweb.org/>

Subscribe to the ACR listserve – instructions on www.acrwebsite.org

American Marketing Association

<http://www.marketingpower.com/>

ELMAR (AMA-affiliated)

www.marketingpower.com/elmar

INFORMS

<http://www.informs.org/>

Institute for the Study of Business Markets

<http://www.isbm.org/>

Marketing Doctoral Student SIG

<http://docsig.eci.gsu.edu/>

Marketing PhD job website

<http://marketingphdjobs.org/> Students are strongly encouraged to view this website for statistics on the job market.

Marketing Science Institute

<http://www.msi.org/>

University of Texas at Dallas Business School Research Rankings

<http://citm.utdallas.edu/utdrankings/>

Neuromarketing Science and Business Association

<http://www.nmsba.com/>

Society for Judgement and Decision Making Newsletter

<http://www.sjdm.org/>

University of Iowa Graduate Student Resources

The University of Iowa has many resources for graduate students. Students are encouraged to familiarize themselves with the resources that are described by the following groups:

<https://www.grad.uiowa.edu/>

<https://www.grad.uiowa.edu/professional-development/research-and-publication>

<https://www.grad.uiowa.edu/professional-development/fellowships>

The University of Iowa has a Writing Center that has a number of different services including presentations on certain topics, weekly meetings, and individual writing appointments. You can find information here: <https://writingcenter.uiowa.edu/>

They also have some programs that are particularly for graduate students including regularly schedule writing sessions that are either in person or online (<https://writingcenter.uiowa.edu/graduate-student-programs>). These programs focus on encouraging regular writing (versus providing advice to improve writing).

<https://counseling.uiowa.edu/>

<https://uiowa.edu/ombuds/>

Appendix 1. University of Iowa Graduate Student Typical 5-yr Schedule for QM Track

Year 1		
Fall	Spring	Summer
Consumer Behavior (Fall odd yrs only) or Problems and Solutions in Behavioral Research (Fall even yrs only) (Required)	Quantitative Modeling (Spring even yrs only) or Advanced Quantitative Modeling Techniques (Spring odd yrs only) (required)	Qualifying Exams
ECON:5805 Statistics for Econ	ECON:5800 Econometrics	TA for Intro to MKTG
STAT:4100 Math Stat I (Required)	STAT:4101 Math Stat II (Required)	Summer Research Seminar must be taken this summer
Teaching Assistant	MKTG:9000 Directed Readings	
	Teaching Assistant	
Year 2		
Fall	Spring	Summer
Consumer Behavior (Fall odd yrs only) or Problems and Solutions in Behavioral Research (Fall even yrs only) (Required)	Quantitative Modeling (Spring even yrs only) or Advanced Quantitative Modeling Techniques (Spring odd yrs only) (required)	Teach online Intro to MKTG or online Marketing Research
Additional Econ Course from list below	Elective 2 approved by DGS	Summer Research Seminar must be taken this summer
Advanced Stat Course from list below	Elective 3 approved by DGS	
Elective 1 approved by DGS		
Intro to MKTG Discussion Sections (3)	Intro to MKTG Discussion Sections (3)	
First Year Paper	Second Year Paper	
Year 3		
Fall	Spring	Summer
Consumer Behavior (Fall odd yrs only) or Problems and Solutions in Behavioral Research (Fall even yrs only) (Required)	Quantitative Modeling (Spring even yrs only) or Advanced Quantitative Modeling Techniques (Spring odd yrs only) (required)	Teach online course
1 course approved by DGS	1 course approved by DGS	Summer Research Seminar must be taken this summer
Intro to MKTG Discussion Sections (3) or Teach a course (1)	Intro to MKTG Discussion Sections (3) or Teach a course	
Year 4		
Fall	Spring	Summer
Intro to MKTG Discussion Sections (3)/Teaching Assistant	Intro to MKTG Discussion Sections (3)/Teaching Assistant	Summer Fellowship
	Defend Proposal	Summer Research Seminar optional this summer
Year 5		
Fall	Spring	Summer
Job Market	Defend Dissertation	
Ponder Fellowship	Ballard or Ponder Fellowship	
	Dissertation Defense	

Teach at least 1 course across the 5 years

QM Track - Proposed 18 credits

- One Additional Econ course: ECON:5115 Microeconomics (Fall) or ECON:6310 Industrial Organization or ECON:5810 Applied Econometrics (Fall – should be taken second year Fall)
- Two Economics courses: ECON:5805 Statistics for Econ (Fall), ECON:5800 Econometrics (Spring)
- One Advanced Stat course: STAT:4540 Statistical Learning or STAT:6550 Introductory Longitudinal Data Analysis (Fall)

Appendix 1. University of Iowa Graduate Student Typical 5-yr Schedule for CB Track

Year 1		
Fall	Spring	Summer
Consumer Behavior (Fall odd yrs only) or Problems and Solutions in Behavioral Research (Fall even yrs only) (Required)	Quantitative Modeling (Spring even yrs only) or Advanced Quantitative Modeling Techniques (Spring odd yrs only) (required)	Qualifying Exams
MGMT:7160 Measurement Theory and Methods (Fall even yrs only) or 1 Econ Course	PSQF:6244 Correlation and Regression	TA for Intro to MKTG
PSQF:6243 Intermediate Statistical Methods	Elective 1 approved by DGS	Summer Research Seminar must be taken this summer
Teaching Assistant	MKTG:9000 Directed Readings	
	Teaching Assistant	
Year 2		
Fall	Spring	Summer
Consumer Behavior (Fall odd yrs only) or Problems and Solutions in Behavioral Research (Fall even yrs only) (Required)	Quantitative Modeling (Spring even yrs only) or Advanced Quantitative Modeling Techniques (Spring odd yrs only) (required)	Teach online Intro to MKTG or Teach online Marketing Research
MGMT:7160 Measurement Theory and Methods (Fall even years only) or Econ Course	Elective 2 approved by DGS	Summer Research Seminar must be taken this summer
PSQF:6252 Intro to Multivariate Stat Methods or STAT:4540 Stat Learning	Elective 3 approved by DGS	
PSQF:6246 Design of Experiments	Intro to MKTG Discussion Sections (3)	
Intro to MKTG Discussion Sections (3)	Second Year Paper	
First Year Paper		
Year 3		
Fall	Spring	Summer
Consumer Behavior (Fall odd yrs only) or Problems and Solutions in Behavioral Research (Fall even yrs only) (Required)	Quantitative Modeling (Spring even yrs only) or Advanced Quantitative Modeling Techniques (Spring odd yrs only) (required)	
1 course approved by DGS	1 course approved by DGS	Teach online course
Intro to MKTG Discussion Sections (3) or Teach a course (1)	Intro to MKTG Discussion Sections (3) or Teach a course	Summer Research Seminar must be taken this summer
Year 4		
Fall	Spring	Summer
Intro to MKTG Discussion Sections/Teaching Assistant	Intro to MKTG Discussion Sections (3)/Teaching Assistant	Summer Fellowship
	Defend Proposal	Summer Research Seminar optional this summer
Year 5		
Fall	Spring	Summer
Job Market	Defend Dissertation	
Ponder Fellowship	Ballard or Ponder Fellowship	
	Dissertation Defense	

Teach at least 1 course across the 5 years

CB Track – Proposed 18 credits

- One Econ course: Course approved by PhD Director or ECON:3100 Intermediate Microeconomics or ECON:5115 Microeconomics (Fall)
- One Advanced Stat course: PSQF:6252 Intro to Multivariate Stat Methods (Fall) or STAT:4540 Statistical Learning (Fall)
- Three Stat courses: PSQF:6243:0001 Intermediate Statistical Methods (Fall and Spring), PSQF:6244 Correlation and Regression (Spring), PSQF:6246 Design of Experiments (Fall)
- One Measurement course: MGMT:7160 Measurement Theory and Methods (**ONLY** offered Fall even yrs)

Appendix 2. PHD PLAN OF STUDY CHECKLIST

Last Name: _____ First Name: _____ Advisor: _____

<u>Course NO.</u>	<u>COURSE TITLE</u>	<u>SEMESTER/YEAR</u>	<u>GRADE</u>	<u>S.H.</u>
Departmental Seminars (12 s.h.)				
MKTG:7800	Consumer Behavior	_____	_____	3 s.h.
MKTG:7850	Quantitative Modeling	_____	_____	3 s.h.
MKTG:7825	Problems and Solutions in Behavioral Research	_____	_____	3 s.h.
MKTG:7875	Advanced Quantitative Modeling Techniques	_____	_____	3 s.h.
Core Requirements (18 s.h.)				
_____	_____	_____	_____	3 s.h.
_____	_____	_____	_____	3 s.h.
_____	_____	_____	_____	3 s.h.
_____	_____	_____	_____	3 s.h.
_____	_____	_____	_____	3 s.h.
_____	_____	_____	_____	3 s.h.
Electives (9 s.h.)				
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Minor Area of Study (9 s.h.)				
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
Thesis Hours (9 s.h. – 15 s.h.)				
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PHD PLAN OF STUDY CHECKLIST (continued)

Qualifying Exam Dates: _____

Committee: _____

First Year Paper Date: _____

Advisor: _____

Second Year Paper Date: _____

Advisor(s): _____

Dissertation Proposal Date: _____

Committee: _____

Final Defense Date: _____

Committee: _____

Appendix 3. Report of Qualifying Exam: Marketing Ph.D.

The examining committee reports as follows on _____
Name
the qualifying exam in Marketing.

Committee Members	Satisfactory	Unsatisfactory
Chair: _____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Place, date and hour of examination: _____

First Failure: _____ Date Second Failure: _____ Date

Date of Report: _____ Signed: _____

Appendix 4. Comprehensive Exam Procedures

1. Exams are typically given at the beginning of the summer session (fourth or fifth week of May).
2. The DGS will reach out to the rotating committee members who will write and grade your exams based on the courses you have taken.
3. **Once the exams have been graded and the results are determined, the Department Administrator will schedule a meeting with the DGS.**

Appendix 5. Second Year Research Paper Procedures

1. Schedule a date for your second year paper presentation with the Director of Graduate Studies. This is typically done during the spring semester of your second year on a Friday during one of the Brown Bag Seminars. Once the date is confirmed, the Department Administrator will send a meeting invite so it gets on everyone's calendars.
2. Email the Department Administrator your paper **two weeks** prior to your presentation date. She will email it out to all marketing faculty and Ph.D students and will have a couple copies made for pick up in the Marketing Department office.
3. After the presentation the entire faculty will vote on the outcome of the paper and notify the student.

Appendix 6. Proposal Defense Procedures

1. Meet with your advisor to select a committee of five faculty members that are most appropriate for supervising the dissertation. One faculty member has to be from outside the marketing department.
2. Have the Department Administrator reserve a room for a three-hour time slot. The proposal defense must occur at least one semester prior to the final dissertation defense and after a student has reach Ph.D. candidacy.
3. At the proposal defense, the committee will evaluate whether the candidate can pass the proposal and proceed to the final dissertation.

Appendix 7. Graduate Student Travel Form

NAME OF STUDENT _____

What is your advisor's name? _____

CONFERENCE/EVENT YOU PLAN TO ATTEND _____

LOCATION _____

DATE _____

Are you presenting? Yes or No

Will you be sharing expenses with anyone else? Yes or No

Will any of these expenses be paid by the conference? Yes or No

If yes, please enter the expenses covered by the conference here:

ESTIMATED EXPENSES		
Registration Fee	\$	
Airfare	\$	
Hotel	\$	
Meals	\$	
Uber/Taxi/Bus	\$	
Airport Parking	\$	
Misc (please explain)	\$	
Total Estimated Expenses	\$	

Submitted Proposal to Department Date: _____

Department Approved/Declined Date: _____

At this point the department will create a trip for liability reasons only.

Will you be applying for a Graduate College Travel award? Yes or No

Please be aware, if you receive a Graduate College Travel award the amount you receive from the department will be reduced.

More info about Graduate College Travel awards can be found at:

<https://www.grad.uiowa.edu/funding/fellowships> (click on Travel & Research)

Once you return from your trip, please submit a summary sheet with the above expenses listed with all your paid receipts to the department within two weeks of travel.

Submitted summary & paid receipts to dept Date: _____

Department/College use only	Date: _____
Sent Renea the amount of award and MFK	Amount: _____
	MFK: _____

Appendix 8. PhD Student Stipend Incentives

(The following policies are contingent on students' satisfactory progress through the program and the availability of the department funds.)

Year 1 in Program:

Starting base for each student is \$900.00 for fall and spring semesters for a total of \$1,800.00

Year 1 Requirements: (1) Pass Qualifying Exams, (2) Complete First-Year Paper with advisor, (3) Pass the Speak Test at "A" or "B" level (when applicable), and (4) Keep class grades at or above B-

Year 2 in Program:

For those who pass all first year requirements, their stipend incentive for the second year will increase by \$100.00 for fall and spring semesters for a new total of \$2,000.00

Year 2 Requirements: (1) Pass Second-Year Paper, (2) Keep class grades at or above B-

Year 3 in Program:

For those who pass all first and second year requirements, their stipend incentive for the third year will increase by \$200.00 for fall and spring semesters for a new total of \$2,400.00

Year 3 Requirements: (1) Start working on dissertation, (2) Keep class grades at or above B-

Years 4 & 5 in Program:

Stipend incentives in these years are dependent on progress in the program and on schedule to graduate, e.g., students are expected to successfully defend their dissertation proposal sometime in the fourth year. The stipend incentive amounts will differ depending on each individual's progress. Amounts are determined by the PhD Director, DEO and Department Administrator.

Additional Research Funds (these funds can only be received once per paper, rather than on a recurring basis for the years thereafter):

- If the paper gets a *revision* from an "A" level journal: \$500.00
- If the paper is accepted at an "A" level journal: \$1,000.00

***The above policies on annual stipend incentives do not apply to students who receive Graduate College Iowa Recruitment Fellowships and Lulu Merle Johnson Fellowships.

***Research funds on revision and acceptance at A-level journals apply to ALL students.