

**PROCEDURES FOR PHD COMPREHENSIVE EXAMINATIONS
IN MARKETING
(effective as of September 2013)**

NOTE

- A. Faculty of Graduate Studies and Research (FGSR) has only a general policy regarding procedures for PhD comprehensive examinations.
- B. The comprehensive examination regulations are a departmental responsibility. However, they are subject to the School general policy, which is outlined in the document entitled, *Procedures for PhD Comprehensive Examinations Written in The Faculty of Business* (revised September 17, 2007).
- C. According to *Procedures for PhD Comprehensive Examinations Written in The Faculty of Business*, “Students must pass the examination within a maximum of two attempts. In exceptional circumstances, a third attempt will be permitted with the consent of the student's supervisor, the Department Chair, and the Director of the PhD program.”

PURPOSE

The purpose of the comprehensive examination is to assess if the students are adequately prepared to proceed to the candidacy stage of the PhD program. Students must demonstrate to the satisfaction of the examining committee that they possess: (a) an adequate knowledge of the disciplines and the subject matters relevant to the examinations; and (b) the ability to pursue and complete original research at an advanced level.

PROCEDURES

The comprehensive examination consists of a 2nd year paper.

The 2nd year paper

1. The 2nd year paper should be a novel, unique and new independent research project.

The research topic and idea should be novel and unique. The expectation is that the paper will be of appropriate quality for an academic submission to a major (marketing) conference, like an ACR conference paper.

The paper needs to be a new project, and cannot be a paper for which a student previously received a grade (i.e., it cannot be a research paper that is part of class taken, or part of your summer research for which you have been graded).

This will be an independent research paper written by the student. A student can receive limited guidance from faculty, but the main idea and theoretical development should come from the student.

Students should discuss the paper idea with their advisor to ensure the appropriateness of the topic, and to make sure the paper meets the above criterion.

2. The written paper should be submitted for evaluation by the first Monday in June at the end of the student's second year in the program.
3. Within 2-4 weeks after the paper submission the student will make an oral presentation based on this paper. This is a closed exam and the audience will consist of marketing faculty only.
4. Each student should give a presentation of 15 minutes or less (presentations will be cut off at 15 minutes). Please note that faculty have read the paper so this should not be a 15 minute presentation with details about the paper. The presentation should include the highlights of the paper (approximate 5 minutes) and the remaining time will be used to discuss your experience with the research project (your `journey` taken). This will include some details about the studies conducted (also studies that failed).

After the presentation there will be a question and answer session of about 30 minutes. Questions will be in order where those the farthest `removed` from the student will first ask questions. The student's advisor will not ask any questions. The presentation will be followed by a closed faculty meeting, after which the student will receive a pass or defer grade.

5. All faculty members will evaluate the quality of the paper. The evaluation criteria should mirror what is typically used in the editorial process (theoretically and methodologically sound). The faculty can judge the paper as "acceptable" or offer a "defer" option (a "revise and resubmit") with recommendations for improvement. The student shall then improve the paper and resubmit the paper again for evaluation. The deadline for resubmission is within **three months** of the faculty decision. Below is the evaluation form used to assess the paper

Evaluation Form for University of Alberta Marketing Comprehensive Exam

Student name: _____

Please rate the comprehensive paper based on the following criterion.

Scale for questions: 1 = poor, to 5 = Excellent.

1. Conceptual quality of the paper
___1 ___2 ___3 ___4 ___5 ___n/a

2. Theoretical
___1 ___2 ___3 ___4 ___5 ___n/a

3. Literature Review
___1 ___2 ___3 ___4 ___5 ___n/a

4. Quality of Methodology
___1 ___2 ___3 ___4 ___5 ___n/a

5. Clarity of Presentation (paper is well-written)
___1 ___2 ___3 ___4 ___5 ___n/a

6. Discussion of Results
___1 ___2 ___3 ___4 ___5 ___n/a

Scale for questions 7 - 9: 1 = Minor to 5 = Major

7. Novelty of research
___1 ___2 ___3 ___4 ___5 ___n/a

8. Importance of Topic
___1 ___2 ___3 ___4 ___5 ___n/a

9. Overall Contribution of paper
___1 ___2 ___3 ___4 ___5 ___n/a

Overall Recommendation

- Accept unconditional.
- Revision with minor changes.
- Revision with major changes.

The following option is only for the second round of the paper.

Reject, this will imply that the student will be terminated from the program.

Reviewer Comments (these comments will be provided to the student after the exam):