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I. **Introduction**

Welcome to the Rawls College of Business and the Marketing PhD Program. The program is designed to prepare students for successful careers at leading educational institutions. Its goal is to provide training and experiences that enable graduates to become highly productive researchers and excellent educators. The program affords students opportunities to work closely with faculty on research projects and to develop their own research programs. The diverse expertise of the Marketing Faculty provides a research and learning environment that supports a wide range of interests (see Appendix 1).

This handbook will provide you with a basic understanding of what to expect during your PhD program. It should serve as a supplement to the Rawls College Doctoral Handbook. Any questions regarding the guidelines outlined in this handbook should be directed to the Marketing PhD Program Advisor, Dr. Dennis B. Arnett.
II. **Program Requirements**

**A. Student Requirements**

The Marketing PhD Program is designed to be completed in four years. Students are required to (see Appendix 2):

1. complete a minimum of 60 semester credit hours (~20 courses) beyond the bachelor’s degree and basic business studies courses*;
2. take courses in four broad areas – doctoral tools, research methods, marketing, and, at least one, supporting field of study (see sections F, G, H, and I below);
3. maintain at least a 3.0 GPA each semester, and a cumulative GPA of at least 3.2;
4. maintain a minimum of 21 semester credit hours of coursework each year;
5. develop and present an original, solo authored research paper, during their third semester in the program;
6. pass a comprehensive examination; and
7. complete a doctoral dissertation.

* Up to 30 semester credit hours from outside institutions may count toward the required 60 hours. However, they must be approved by the Marketing PhD Program Advisor. The remainder of the semester credit hours must be taken in residence at Texas Tech University.

**B. Required Semester Credit Hours**

Texas Tech University is on the semester system, which includes two regular semesters (fall and spring) and two summer sessions (summer I and summer II). Students typically take 9 semester credit hours in the fall semester, 9 semester credit hours in the spring semester, and 3 semester credit hours in one of the two summer sessions.

*Note*: PhD students, who are teaching or defending their dissertations during a summer session, must be enrolled in at least 3 semester credit hours during the session in which they are teaching or defending.
C. Incompletes

All Marketing PhD students are expected to complete all courses for which they are registered. Should a situation occur in which a PhD student receives an incomplete (“I”) in a course, the student is responsible for obtaining a signed authorization from the instructor and for completing the coursework as agreed upon.

D. Class Attendance

PhD students are expected to attend all classes for which they are registered. Meetings with faculty members, advisors, and doctor’s visits should not be scheduled during class times.

E. Leveling Requirements

To assure that all PhD students have the necessary foundational knowledge, skills, and competences, all students are required to complete a series of leveling requirements. Students, who have an MBA or other master’s degree, may have some or all of the courses waived. The Marketing PhD Program Advisor reviews each student’s graduate transcripts and decides which of the course requirements students have met. All leveling requirements should be met in the first year of the student’s doctoral program. The following courses comprise the Leveling Requirements:

- ACCT 5301 Financial and Managerial Accounting
- BLAW 5290 Legal, Regulatory, and Ethical Environment of Business
- ECO 5310 Price and Income Theory
- FIN 5219 Financial Management Tools
- ISQS 5345 Statistical Concepts for Business and Management
- MGT 5371 Managing Organizational Behavior and Organizational Design
- MKT 5360 Marketing Concepts and Strategies

(Please see the Appendix 3 for course descriptions.)
F. Doctoral Tool Requirements

To assure that all PhD students have the necessary basic quantitative, economic, and teaching skills, all students are required to complete a series of tool courses. Students, who have an MBA or other master’s degree, may have some or all of the courses waived. In addition, students, who have significant teaching experience may not be required to take BA 5395. The marketing PhD Program Advisor will determine which course requirements students have met. The following courses comprise the Doctoral Tool Requirements:

- BA 5395 Practicum in Higher Education
- ISQS 5347 Advanced Statistical Methods
- MGT 6381 Organizational Economics

(Please see the Appendix 4 for course descriptions.)

G. Research Methods

To be successful, Marketing PhD students must have highly developed analytical and research skills. The following courses are a required part of the Marketing PhD Program:

- ACCT 6314 Behavioral Research
- ISQS 5349 Regression analysis
- ISQS 6348 Applied Multivariate Analysis
- MKT 6354 Theory Building
- MKT 5355 Research Design (or MGT 6381 Research Methods)
- MKT 6355 Theory Testing

(Please see the Appendix 5 for course descriptions.)
H. Marketing Seminars

All marketing PhD students are required to complete a series of marketing seminars, which are designed to give students an understanding of the current issues in the marketing discipline. The following courses are a required part of the Marketing PhD Program:

- BA 7000 Marketing Colloquium (every spring semester)*
- MKT 6353 Marketing Theory
- MKT 6354 Marketing Strategy
- MKT 6356 Consumer Behavior

(Please see the Appendix 6 for course descriptions.)

* All Marketing PhD students are required to attend all Marketing Colloquium events.

I. Supporting Field of Study

All Marketing PhD students must complete a series of courses in a supporting field of study. Students’ supporting field must be approved by the Marketing PhD Program Advisor.

Note: Prior master’s-level coursework may qualify. The Marketing PhD Program Advisor will determine which courses qualify for a supporting field of study.

J. International Teaching Assistant Summer Workshop

To be eligible to teach classes, international PhD students must be certified as English proficient and ready for the classroom. All international PhD students must attend the International Teaching Assistant (ITA) Summer Workshop prior to starting their doctoral program. The workshop is designed to assess and improve the language skills of perspective teaching assistants. Students, who are not approved to teach, must enroll in ESL 5310 English for Classroom Management or repeat the ITA Summer Workshop the following summer.

The ITA Summer Workshop is usually offered late July and last about two weeks. For more information, go to [http://www.depts.ttu.edu/classic_modern/ita/](http://www.depts.ttu.edu/classic_modern/ita/).

III. Third semester paper

At the end of their third semester in the PhD program, all marketing students must develop and present an original, solo-authored research paper. The paper is designed to demonstrate whether the students are making acceptable progress in Marketing PhD Program. Students, whose efforts are judged to be unacceptable, will not be allowed to continue in the PhD program. The final decision is made by the Marketing Faculty.
IV. **Comprehensive Examination**

Upon successful completion of all coursework and the third semester paper requirement, all students must complete and pass a comprehensive examination. The comprehensive examination is designed to test students' knowledge of research methods and the field of marketing. It is given over the course of three days. Day 1 and Day 2 consist of a series of discipline-based questions, which are answered in a proctored setting. On Day 3, students are given a take-home assignment, which is designed to test their knowledge of research methods. Students must pass the comprehensive examination in order to continue in the PhD program.

V. **Approval of Candidacy**

After successful completion of all other requirements, students must apply to the Graduate School to be admitted to doctoral candidacy. You must be admitted to candidacy prior to your dissertation proposal defense and, at least, four months prior to your proposed graduation date. Upon the approval from the Graduate School, the students are considered “doctoral candidates.”

VI. **Dissertation**

The final requirement for a PhD in marketing is the completion of a dissertation. Dissertations should be the result of original and significant investigation of a subject approved by a candidate's dissertation committee.

It is important that students work with faculty early in their Marketing PhD programs to identify and develop working relationships with their future dissertation committee chair and committee members. These relationships are essential for the development of students' dissertation topics. Students must have a minimum of three Graduate Faculty members on their dissertation committee (one committee member must be from a discipline outside of marketing).

Key milestones in the dissertation process, include the (1) formal selection of a dissertation chair and committee members, (2) selection of a research topic, (3) dissertation proposal defense (written document and oral presentation), (4) formal approval of dissertation proposal, (5) completion of dissertation research, (6) final dissertation defense (written document and oral presentation), and (7) final decision by dissertation committee (e.g., accepted as presented, accepted with minor changes, accepted with significant changes, or not accepted). The student's dissertation chair and the Marketing PhD Program Advisor will guide the student through the process.
VII. **Financial Support**

**A. Four-year Assistantship**

Four-year assistantships are available on a limited basis. Students receiving four-year assistantships are obligated to work 20 hours per week, 10½ months per year. The 10½ month stipend is $18,725.00 (~$1,783.00 per month). Students not making satisfactory progress in their Marketing PhD program may lose their four-year assistantship.

(i). **Tuition and Fee Waver**

Students receiving four-year assistantships also receive partial tuition and fee waivers. All tuition and fees are waived, except for $500 per regular semester and $250 per summer session. Semesters (or summer sessions) that fall outside of the 10½ month period covered by the four-year assistantships are not eligible for tuition and fee waivers.

**B. Rawls Supplemental Scholarship**

A limited number of Rawls Supplemental Scholarships are available on a competitive basis. They range from a minimum of $1,000 to a maximum of $5,000 and may be awarded for a period up to four years.

**C. Other funding sources**

Periodically, other sources of funding from the Rawls College or from Texas Tech University become available. Qualified students will be nominated, when these funding sources become available.

VIII. **Annual Review**

The Marketing PhD Program Advisor will conduct a yearly review of all Marketing PhD students. The review will consider each student’s progress in the Marketing PhD Program. Students not making satisfactory progress will not be allowed to continue in the Marketing PhD Program.

IX. **Academic Placement**

Most students interview for academic positions during the AMA Summer Marketing Educators’ Conference between their third and fourth years in the program. Students must defend their dissertation proposals prior to interviewing at the conference.

Students receive guidance, concerning the placement process, from their dissertation chairs.
Appendix 1: Marketing Faculty Profiles

The Marketing Faculty research interests span a variety of areas. The following descriptions represent their main areas of focus:

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>PhD Granting Institution</th>
<th>Research Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arnett, Dennis B.</td>
<td>Texas Tech University</td>
<td>Marketing strategy, sales management, brand management, relationship marketing, and knowledge management</td>
</tr>
<tr>
<td>Dass, Mayukh</td>
<td>University of Georgia</td>
<td>Pricing issues in dynamic e-commerce environments and mathematical modeling approaches</td>
</tr>
<tr>
<td>Duhan, Dale F.</td>
<td>University of Oregon</td>
<td>International marketing, marketing management, and wine marketing</td>
</tr>
<tr>
<td>Fox, Gavin L.</td>
<td>Florida State University</td>
<td>Service failures, customer complaining, service recovery, advertising, and firm performance</td>
</tr>
<tr>
<td>Frias, Kellilynn</td>
<td>University of Arizona</td>
<td>Intellectual property and firm-level product decisions</td>
</tr>
<tr>
<td>Howell, Roy D.</td>
<td>University of Arkansas</td>
<td>Marketing strategy, research methods, and measurement issues</td>
</tr>
<tr>
<td>Hunt, Shelby D.</td>
<td>Michigan State University</td>
<td>Competitive theory, strategy, macromarketing, ethics, relationship marketing, channels of distribution, philosophy of science, and marketing theory</td>
</tr>
<tr>
<td>Laverie, Debra A.</td>
<td>Arizona State University</td>
<td>Consumption in everyday activities, branding, macromarketing, sports marketing and the scholarship of teaching and learning</td>
</tr>
<tr>
<td>Name</td>
<td>Affiliation</td>
<td>Areas of Research</td>
</tr>
<tr>
<td>-----------------------</td>
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<td>--------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>McDonald, Robert E.</td>
<td>University of Connecticut</td>
<td>Organizational learning and innovation, branding, nonprofit marketing, marketing and society, and the scholarship of teaching and learning</td>
</tr>
<tr>
<td>Rinaldo, Shannon B.</td>
<td>University of Kentucky</td>
<td>Sensory and perceptual processes in the marketplace, biological psychology theory for understanding consumers, and unique experiences of consumers with disabilities</td>
</tr>
<tr>
<td>Thomas, Rodney</td>
<td>University of Tennessee</td>
<td>Supply chain, buyer-seller relationships, retailing, and sourcing behavior</td>
</tr>
<tr>
<td>Wilcox, James B.</td>
<td>University of Indiana</td>
<td>Research methods, marketing strategy, and competitive intelligence</td>
</tr>
</tbody>
</table>
Appendix 3: Leveling Requirements

(Up to 19 credit hours)

ACCT 5301 Financial and Managerial Accounting (3 semester credit hours). Prerequisite: Grade of B or better in either ACCT 2300, ACCT 2301 or BA 3302. Examines the objectives, structure, and substance of financial reports and the use of accounting in the management of an organization.

BLAW 5290 Legal, Regulatory, and Ethical Environment of Business (2 semester credit hours). This course examines the legal, regulatory, and ethical issues that arise in the conduct of business to develop a capacity for recognizing and dealing with such issues.

ECO 5310 Price and Income Theory (3 semester credit hours). Designed for graduate students who need intensive study of intermediate economic price and income theory.

FIN 5219 Financial Management Tools (2 semester credit hours). Prerequisite: ACCT 5301 or concurrent and ISQS 5345 or concurrent. Time value of money; evaluation of financial performance; risk and return; and basic valuation models.

ISQS 5345 Statistical Concepts for Business and Management (3 semester credit hours). Statistical applications using the personal computer, with emphasis on proper presentation and interpretation of statistics in managerial settings. Topics include descriptive statistics, graphical methods, estimation, testing, regression, forecasting, and quality control.

MGT 5371 Managing Organizational Behavior and Organizational Design (3 semester credit hours). Examines management of individual, interpersonal, group and intergroup relations, organizational design, and the organization’s role in a rapidly changing environmental and global context.

MKT 5360 Marketing Concepts and Strategies (3 semester credit hours). This course examines marketing functions, the institutions which perform them, and the study of marketing planning, strategy, and tactics. Includes the organization, execution, and control of the marketing effort.
Appendix 4: Doctoral Tool Requirements

(9 semester credit hours)

BA 5395  Practicum in Higher Education for Business (3 semester credit hours). Prerequisite: Consent of instructor. Supervised practice in teaching of business and administrative subjects.

ISQS 5347  Advanced Statistical Methods (3 semester credit hours). Prerequisite: ISQS 5345. Discrete and continuous probability distributions, maximum likelihood, statistical methods for learning, prediction, and decision making in business.

MGT 6381  Organizational Economics Seminar (3 semester credit hours) Prerequisite: consent of instructor. This course reviews some of the relevant economic theories and work in the disciplines of economics, sociology, and management that have relevance to the organizations people create.
Appendix 5: Research Methods

(18 semester credit hours)

ACCT 6314  Behavioral Research (3 semester credit hours). The use of experimentation in business research.

ISQS 5349  Regression Analysis (3 semester credit hours). Prerequisite: ISQS 5347. Foundations and major topics of regression analysis, model formulation, and methods to deal with standard and nonstandard regression applications in business.

ISQS 6348  Applied Multivariate Analysis (3 semester credit hours). Prerequisite: ISQS 5347 or consent of instructor. Multivariate methods for business research, including classification, visualization, testing, clustering, and latent structure.

MKT 6354  Theory Building (3 semester credit hours). Prerequisite: Advanced graduate standing and consent of instructor. Designed to provide an introduction to the research process as it applies to business disciplines.

MKT 5355  Research Design (3 semester credit hours). An in-depth examination of measurement issues, including latent constructs and data-gathering procedures in marketing.

MKT 6355  Theory Testing (3 semester credit hours). Prerequisite: Consent of instructor. A survey of quantitative methods for and issues in the analysis of marketing data.
Appendix 6: Marketing Seminars

(12 semester credit hours)

BA 7000  Marketing Colloquium (3 semester credit hours). Prerequisite: Advanced graduate standing and consent of instructor. The colloquium consists of a series of scholarly presentations.

MKT 6353  Marketing Theory (3 semester credit hours). Prerequisite: Advanced graduate standing and consent of instructor. A philosophy of science approach to the study of marketing theory and the components of marketing theory: hypotheses, law-like generalizations, empirical regularities, laws, models, and scientific explanations.

MKT 6354  Marketing Strategy (3 semester credit hours). Prerequisite: Advanced graduate standing and consent of instructor. Designed to examine issues regarding marketing strategy, its formulation, and its implementation.

MKT 6356  Consumer Behavior (3 semester credit hours). A survey of the major research being carried out in consumer behavior.