

MARKETING PhD PROGRAM PRELIMINARY EXAM OUTLINE

All PhD students take a preliminary exam following the 2nd semester of their first year in the PhD Program. The goal is to assess the student's critical thinking, writing and analytical skills based on the PhD coursework completed during the first year.

1. The exam is completed over two consecutive days split into four hours each day.
 - a. Day one, questions from marketing seminars taken in student's first year. [some limited choice in questions]
 - b. Day two, questions that assess basic analytical, reasoning and methods skills. [some limited choice in questions]
2. Syllabi of all marketing seminars are distributed to tenure and tenure-track marketing faculty in advance to help in the construction of questions.
3. Students are allowed one 8 1/2 x 11 inch sheet of paper with double-sided notes for each day, otherwise this is a close book exam with no access to the internet.
4. Each question is assigned to three or more graders for evaluation: Graders will typically include the question asker, another grader with expertise related to the question and the PhD Director or another faculty person. As appropriate, the PhD director may act as a fourth evaluator, in addition to the three faculty graders.
 - a. Questions are graded based on the following: 0 fail, 1 low pass, 2 pass, 3 high pass.
 - b. To the extent possible (depending on travel, sabbaticals, etc.) all tenure and tenure track marketing faculty grade some but not all questions.
5. The PhD Director compiles the final preliminary exam and also reports back to the faculty on exam performance.
6. The student's Preliminary Exam Grade is computed by question and then averaged across questions. Student must have an average of pass across all questions and can not fail more than one question.
7. If student is not over the bar for passing based on #6 above, all tenured and tenure-track marketing faculty vote by majority on whether to pass or fail the student and what if any remedial action to take.
8. The PhD Director communicates the outcome of the exam to students.
9. A pass/fail grade report on the Preliminary examination is submitted to the Registrar's office.
10. The Preliminary Exam is scheduled for end of May for students entering the program in Fall of any given year.