

## University of Wyoming

### Marketing PhD Program

#### Ph.D. Second Year Paper

**Objective:** The objective of the second-year paper is for the student to demonstrate the ability to create and communicate a conceptual framework, generate research questions and/or hypotheses of theoretical and managerial interest, and empirically address the research questions and/or hypotheses. The empirical work can include qualitative data, experiments, surveys, secondary data, simulations, or analytical models. The student is solely responsible for the writing of the second-year paper but should collaborate with one or more faculty members on their committee with the specific purpose of achieving a published article. As in the case of the first-year paper, the student is expected to “drive” the project under the mentorship of the **Student’s Doctoral Program Committee**. The paper topic must be approved by the student’s **committee chair** by May of the second year of the program and a letter submitted to the Marketing PhD program director indicating topic approval and indicating that the project will be the student’s own work. At submission, the student must affirm that they are solely responsible for the submission, and must include a data collection paragraph that provides the following information for each study:

1. Where the data were collected
2. When the data were collected
3. Who collected the data
4. Who analyzed the data
5. Where the data are currently stored

As in the case of the first-year paper, the paper is evaluated by the **Department Doctoral Program Committee** comprised of all tenured and tenure track Marketing Faculty.

**Student’s Doctoral Program Committee:** Student’s doctoral program committees consist of at minimum, five members, including a Chair from the Marketing department, and an Outside Member whose academic home (as defined by tenure/promotion decisions) is in an academic unit other than Marketing. The committee Chair is to serve in primary direction of the student’s research or creative activities. The committee Chair should be the primary resource for the student. The Chair must also see that all steps of the student’s graduate program proceed in a timely fashion including committee formation itself. The Chair oversees required committee meetings and exams as dictated by University and Departmental requirements. Any tenure-track faculty, extended term academic professionals with terminal degrees, emeritus faculty or UW faculty employed via cooperative agreements in the marketing department may chair a student’s committee. Once filed, to change the committee composition the student needs to file a committee change form.

**Second Year Paper Manuscript Format:** The manuscript should conform in length and be written using the style guide for the intended journal outlet (e.g., *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*). All requirements for submission to that intended journal outlet must be met (including IRB approvals and data transparency guidelines).

**Second Year Paper Presentation:** In October of the Fall Term of Year 3 the student is expected to give a 30-minute presentation of the Second Year Paper to the Marketing Department. This presentation is expected to incorporate faculty feedback on the written manuscript.

**Second Year Timeline, Deliverables, and Deadlines:** The Second Year Paper timeline, deliverables, and deadlines are detailed below; failure to meet deadlines will jeopardize the student's status in the program. Any exception to these deadlines will be by majority vote of the Departmental Ph.D. Program committee (comprised of tenured and tenure-track Marketing faculty) and must be because of truly exceptional circumstances. Please contact the Marketing Department Ph.D. Program Director with any questions.

**Second Year Paper Decision:** The second-year paper decision (High Pass, Pass, Low Pass, Fail) is determined by majority vote. A Course grade of P/F on 5890 will be assigned upon completion of all requirements related to the second-year paper.

(Effective for students enrolling in the Ph.D. program beginning Fall 2021)

## Second Year Paper Timeline, Deliverables and Deadlines

March 15	<b>Student submits proposed topic for Second year paper to Student Doctoral Program Committee</b> (need not include outside member).
March 30	Student Doctoral Program Committee chair, on behalf of the committee, provides written feedback to the student and indicates approval in writing to Marketing PhD Program Director.
April 1- August 1	<ul style="list-style-type: none"> <li>• <b>The student</b> is encouraged to consult with Student Doctoral Program Committee members.</li> <li>• <b>The Student's Doctoral Program Committee</b> is expected to mentor the student by providing guidance, but the student must drive the project and be solely responsible for the submission.</li> <li>• <b>The student</b> is encouraged to have other Ph.D. students and/or an editor read/review the Second Year Paper before submission.</li> </ul>
August 1	<b>Student Submits Second Year Paper to the DEPARTMENT DOCTORAL PROGRAM COMMITTEE</b> comprised of all tenured and tenure-track marketing faculty.
September	<p><b>Second Year Paper Assessment and Feedback</b></p> <ul style="list-style-type: none"> <li>• The Department Doctoral Program committee by majority vote assesses the second year paper as: High pass-exceeding expectations Pass- meeting expectations Low pass- below expectations Fail</li> <li>• Director of the PhD program synthesizes Department Doctoral Program Committee assessment and provides written feedback to student.</li> </ul>
October	<b>Second Year Paper Presentation</b> (All marketing faculty and PhD students invited to attend)
End of Fall Term	P/F grade assigned in 5890 A majority fail grade on the Second-Year paper indicates unsatisfactory progress on the student's program of study and can result in termination of graduate assistantship funding and/or termination from the program.