

Date Submitted: 02/25/19 4:58 pm

Viewing: **MKTGPH : Business Administration (Marketing & Logistics), Doctor of Philosophy**

Last approved: 05/15/18 10:51 am

Last edit: 03/18/19 2:29 pm

Changes proposed by: kboston

Catalog Pages Using
this Program

[Business Administration \(BADM\)](#)

[Marketing \(MKTG\)](#)

Submitter: User ID: calison Phone:
575-6731

Program Status Active

Academic Level Graduate

Type of proposal Major/Field of Study

Select a reason for this modification
Reconfiguring an Existing Degree—(LON)

Are you adding a concentration?
No

Are you adding a track?
No

Are you adding a focused study?
No

Effective Catalog Year Fall 2020

College/School Code
Walton College of Business (WCOB)

Department Code
Department of Marketing (MKTG)

In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Provost Initial
4. Director of Program Assessment and Review
5. Registrar Initial
6. Institutional Research
7. MKTG Chair
8. WCOB Curriculum Committee
9. WCOB Faculty
10. WCOB Dean
11. Global Campus
12. Provost Review
13. University Course and Program Committee
14. Graduate Committee
15. Faculty Senate
16. Provost Final
17. Provost's Office-- Documentation sent to System Office
18. Higher Learning Commission
19. Board of Trustees
20. ADHE Final
21. Provost's Office-- Notification of Approval
22. Registrar Final
23. Catalog Editor Final

Program Code MKTGPH
Degree Doctor of Philosophy
CIP Code

Approval Path

1. 02/25/19 6:05 pm
Karen Boston
(kboston):
Approved for WCOB
Dean Initial
2. 02/26/19 8:22 am
Pat Koski (pkoski):
Approved for GRAD
Dean Initial
3. 03/07/19 7:52 am
Terry Martin
(tmartin): Approved
for Provost Initial
4. 03/18/19 2:30 pm
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
5. 06/05/19 7:29 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
6. 06/06/19 8:52 am
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research
7. 06/11/19 3:22 pm
Ronn Smith (rjs002):
Approved for MKTG
Chair
8. 06/17/19 9:26 am
Karen Boston
(kboston):
Approved for WCOB

Curriculum

Committee

9. 06/17/19 9:30 am

Karen Boston

(kboston):

Approved for WCOB

Faculty

10. 06/17/19 9:30 am

Karen Boston

(kboston):

Approved for WCOB

Dean

11. 06/17/19 12:56 pm

Miran Kang (kang):

Approved for Global

Campus

12. 06/17/19 4:43 pm

Terry Martin

(tmartin): Approved

for Provost Review

History

1. Mar 6, 2018 by
Charlie Alison
(calison)
2. May 15, 2018 by
Charlie Alison
(calison)

52.0201 - Business Administration and Management, General.

Program Title

Business Administration (Marketing & Logistics), Doctor of Philosophy

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total **60-61 60**
hours needed to
complete the
program?

Program Requirements and Description

Requirements

Program Requirements:

~~The Generally, the~~ Ph.D. Program in Business Administration with a Marketing Concentration is comprised of ~~60-61 60~~-credit **hours.**

~~hours.~~

Required Courses

24-

25

MKTG 636V Special Problems in Marketing up to 12 hours

MKTG 6413 Special Topics in Marketing (must be consumer behavior content)

~~Supporting Fields~~

~~Courses for the supporting field requirement are made in consultation with the student's Ph.D. Program Advisory Committee. All courses taken for the supporting fields must be at the graduate level and/or taken for graduate credit. A minimum of nine hours should be taken in graduate research seminars.~~ **18**

MKTG 6443 Seminar in Marketing Theory

WCOB 6111 Seminar in Business Administration Teaching I Required for students teaching in the program

Supporting Fields Courses Courses for the supporting field requirement are made in consultation with the Doctoral Program Coordinator and/or the student's Doctoral Program Advisory Committee. All courses taken for the supporting fields must be at the graduate level and/or taken for graduate credit. A minimum of nine hours should be taken in graduate research seminars. Students may complete up to 18 hours.

Research Methods Requirements

MKTG 6433 Seminar in Research Methods

3

~~ISYS 6333 Individual-level Research in IS~~ **3**

~~12 hours of electives to be determined in consultation with the Ph.D. Program Advisory Committee.~~ **12**

~~Marketing Core~~

Electives To be determined in consultation with the Doctoral Program Coordinator

15

Dissertation

~~A dissertation will be written under the guidance of the marketing faculty. The dissertation committee~~ **18**

~~consists of a minimum of 3 graduate faculty members. One graduate faculty member outside the Marketing Department may be chosen for this committee depending on the dissertation topic.~~

MKTG 700V Doctoral Dissertation

18

Candidacy Exam

After satisfactory completion of all required course work, each Ph.D. student must pass a written candidacy examination prepared by the Doctoral Program Committee of the Department of Marketing and administered on a date selected by the Doctoral Program Committee. Each student is expected to take the written candidacy exam within 36 months after starting coursework. If the written candidacy examination is failed, it should be retaken within 6 months after the failure on a date selected by the Doctoral Program Committee of the Department of Marketing. If the written exam is failed a second time, and if the Doctoral Program Committee allows a third sitting, the examination must be retaken within 6 months after the second failure. Failure to satisfactorily complete the written candidacy examination results in termination from the program. Students must complete a minimum ~~Up to 6 credit hours~~ of 72 graduate credit hours beyond ~~prior coursework may be applied to~~ the bachelor's degree and 42 graduate credit hours beyond ~~requirements for~~ the master's degree. For students who apply to ~~Marketing Concentration with~~ the degree program without a master's degree, a minimum ~~recommendation and consent~~ of 11-12 additional credit hours in consultation with the Doctoral Program Coordinator will be required to fulfill the full degree requirements to include approved graduate courses. Additional hours may be assessed in individual cases to meet specific coursework deficiencies.

~~student's Ph.D.~~

For a complete list of University Graduate School and International Education degree requirements, please visit their website at: <http://catalog.uark.edu/graduatecatalog/objectivesandregulations/>

~~Program Advisory Committee.~~

Are Similar Programs available in the area?

No

Estimated Student Demand for Program NA

Scheduled Program **2021-2022** ~~NA~~

Review Date

Program Goals and

Objectives

Program Goals and Objectives

NA

Learning Outcomes

Learning Outcomes

NA

Description and justification of the request

Description of specific change	Justification for this change
<ul style="list-style-type: none"> - Modified text describing the program - Add MKTG 6413, Special Topics in Marketing and MKTG 636V, Special Problems in Marketing to the required courses instead of the marketing tools - Add WCOB 6111, Seminar in Business Administration Teaching I to the required courses - Delete ISYS 6333, Individual-level Research in IS from the required courses. - Add Supporting Field course requirement to the course requirements - Changed the language from comprehensive examinations to candidacy examinations - Clarified total hour requirements - Clarified minimum of 72 graduate hours beyond the bachelors and 42 graduate hours beyond the master's degree. 	<p>To align and clarify PhD program requirements to meet ADHE standards.</p>

Upload attachments

[MKTGPH - Curriculum Revision - Curriculum.docx](#)

[MKTGPH - Curriculum Revision - Ltr of Notification.pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (03/08/19 11:48 am): Reformatted program requirements so the required hours would appear more clearly in the course list.

Alice Griffin (agriffin) (03/08/19 11:51 am): Inserted scheduled program review date.

Alice Griffin (agriffin) (03/18/19 2:29 pm): Updated program title in LON and renamed document to match BOT naming convention.

Key: 263