

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: 08/28/19 12:42 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)			
Program Code	MKTGPH			
Degree	Doctor of Philosophy			
CIP Code	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?			

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-- Notification of Approval
18. Registrar Final
19. Catalog Editor Final

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

No

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

Program Requirements and Description

Requirements

(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

13. 08/05/19 3:07 pm
Alice Griffin
(agriffin): Approved for University Course and Program Committee

14. 08/22/19 4:50 pm
 Pat Koski (pkoski):
 Approved for
 Graduate
 Committee

History

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

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 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.~~ **18**

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 Review Date	2021-2022 NA
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.

Lisa Kulczak (lkulcza) (08/28/19 12:42 pm): Program is a concentration of the PhD in Business Administration. Senior Vice Provost approved changes to workflow to include an on-campus only approval process.

Key: 263