PhD Student Manual

2019-2020

MARKETING DEPARTMENT

The purpose of this PhD Manual is to provide guidance to the department's PhD students and faculty regarding *Marketing Department specific* policies and procedures.

This manual is not intended to cover all the policies, procedures, and resources at the University and students should familiarize themselves with them by going directly to the documents and information posted by the University of Pennsylvania and the Wharton Doctoral Program Office on their websites. Since it can sometimes be a challenge to navigate to the appropriate website, we have included links to some of the more commonly used web pages, and to information that we feel is important for students. Since information posted by other university departments may be updated more frequently than this manual, the information on their websites may supersede what is contained here.

A copy of this manual is also posted on the Marketing Department website, so that you can conveniently reference it when needed. Please look for the link in the right hand panel under "Advising and Registration" on the PhD program page of the department's website. https://marketing.wharton.upenn.edu/phd-program-advising-registration/.

WHARTON
Marketing
Department
Doctoral Students

FIRST YEARS


Shannon Duncan


Henrique
Laurino Dos Santos

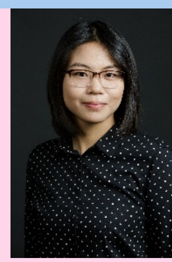

Siyuan Yin


Yihao Yuan

SECOND YEARS


Yoon Duk Kim

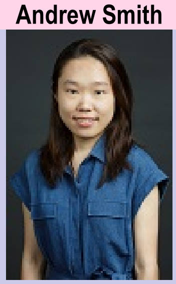

Andrew Smith


Yu Zhao


Ada Aka*

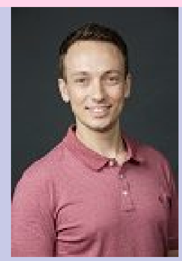
THIRD YEARS


Joowon Kim


Mingyung Kim


Michael Kurish


Yi Liu


Ike Silver

FOURTH YEARS


Vladimir Pavlov

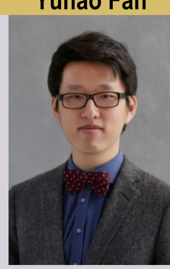

Yuhao Fan


Esther Uduehi


Qi Yu

FIFTH YEARS


Uri Barnea


Sangil (Arthur) Lee*

* Joint Marketing and Psychology Degree Program students with offices in the Psychology department

MARKETING DEPARTMENT PHD STUDENT MANUAL

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University Websites and Resource

Wharton Doctoral Program Office

The Wharton Doctoral Program Office is located on the ground floor of Steinberg Dietrich Hall near Joe's Café. The main telephone number is 215-898-4877 and their public website is: https://doctoral.wharton.upenn.edu/

They also maintain a website called "**Doctoral inside**" http://doctoral-inside.wharton.upenn.edu/ for all current Wharton PhD students that contains a wealth of information. Save this to your favorites and consult it often. Updates about information important to Wharton Doctoral Students are posted here regularly. There is also a "Welcome Incoming Wharton Doctoral Program Students" page: https://doctoral.wharton.upenn.edu/welcome-incoming-wharton-doctoral-programs-students/ helpful for new students even before they arrive on campus.

Due to construction in Steinberg Hall-Dietrich Hall the program office location may change during the year.

Staff Contacts:

- Maggie (Marjorie) Saia
  msaia@wharton.upenn.edu (215) 898-4878
- Gidget M. Murray (Associate Director)
  gmurray@wharton.upenn.edu (215) 898-2619
- Bikalpa Baniya (Graduate Assistant)
  whartonphd-admin@wharton.upenn.edu

Temporary Office Location:
Wharton Doctoral Programs Office
University of Pennsylvania
3406 & 3408 Steinberg Hall-Dietrich Hall
3620 Locust Walk
Philadelphia, PA 19104-6302

Wharton Behavioral Lab

The Wharton Behavioral Laboratory (WBL) provides a variety of services that support data collection for behavioral research on business-related topics. The primary goal is to enhance the research productivity of Wharton faculty by minimizing the operational costs, both time and money, of conducting research. The primary services provided are maintaining and updating facilities, participant pools, and staffing for a state-of-the-art experimental research laboratory that will be a shared asset for all faculty and students doing behavioral research. It should contribute to Wharton's reputation for excellence in academic research and enhance our ability to attract and retain the very best scholars.

Please visit the WBL's Website: https://wbl.wharton.upenn.edu/ and go to https://bhlab.wharton.upenn.edu/ to set up an account, and login once you have an account. If you have questions, you can contact the bhlab staff at bhlab@wharton.upenn.edu.

All users must have Institutional Review Board approval to run studies at the Behavioral Lab. (IRB submissions page http://www.upenn.edu/IRB/)

Quick Links

Some commonly used websites:

Doctoral Inside
https://doctoral-inside.wharton.upenn.edu/

Incoming Wharton PhD Student Site
https://doctoral.wharton.upenn.edu/welcome-incoming-wharton-doctoral-programs-students/

Penn in Touch
https://portal.apps.upenn.edu/penn_portal/intouch/splash.html

Wharton Inside
http://inside.wharton.upenn.edu/
For links to various Wharton pages, tools, and directories use this page as a starting point. If you plan to teach a course while here, the Faculty Tools link will be very helpful.

Wharton Doctoral Partners & Families
https://www.whartondpf.org/

Campus Express
https://prod.campusexpress.upenn.edu/

Penn Portal
https://portal.apps.upenn.edu/penn_portal/portal.php
A university gateway site, which you can customize
Provides links to many services available throughout the University

My Wharton
https://mywharton.wharton.upenn.edu/

DEPARTMENT INFORMATION

SUITE AND DEPARTMENT OPERATION

DEPARTMENT PERSONNEL

Office contact information and e-mails are posted on the department's webpage
https://marketing.wharton.upenn.edu/contact-us/.

- FACULTY

A complete list of the Marketing faculty appointed for all or part of the current academic year (which runs from July 1 to June 30) is posted on the department's website: https://marketing.wharton.upenn.edu/faculty/faculty-list/.

- STAFF

A complete list of the Marketing department staff and research center staff is posted on the department's website: https://marketing.wharton.upenn.edu/contactus/staff/.

The staff positions that you will most likely interact with the most are the Business Manager (Angela - benefits, HR questions), the Fiscal Coordinator assigned to you (Dee - payroll, travel reimbursements), the PhD Coordinator (Karen - course registration, job market letters, program questions), the Administrative Coordinators who support the colloquia series (Kerryn and Beth - appointments with speakers), and the administrative assistant at the front desk in suite lobby area (office maintenance issues, UPS, clerical help). Staff turnover occurs regularly, so the names above may change. Be sure to check the website.

- DOCTORAL STUDENTS

Each student assigned administratively to the Marketing Department, has their own webpage on the department's website, which allows students to post not only their contact information, but research interests, papers, publications and awards. https://marketing.wharton.upenn.edu/contact-us/phdstudentscontact/ Please note that the students in the joint program with the Psychology program *who are assigned administratively* to the Psychology department will have a web page provided by Psychology Department.

- Postdoctoral Researchers

Contact information and links to the home pages of the Post-doctoral researchers associated with the Marketing Department can be found at https://marketing.wharton.upenn.edu/postdoctoral-fellows/.

Campus Mail and UPS, FedEx and DHL Shipping

Mail is dropped off at and picked up from the building's mailroom once or twice each day. Outside mail as well as internal correspondence is placed in the student's mail slots located in the hallway near the cubicles on the south side of the Marketing Suite. Posted letters to be mailed can be left in the white mail bin on a cart which is usually kept just outside JMHH 713 (the "copy room"). Please see the Department's Administrative Assistant at the front desk if you have any questions about the mail or to make special arrangements for packages. You can also get additional information about Penn mail services at www.upenn.edu/mail/. The department uses eship@Penn.

Copy Machine and Supplies

There are several printers throughout the suite that your computer can be mapped to. The large color printer/photocopy/scanner machines are located in JMHH 713. (Called "Pluto" and "Hope"). Other printers (called Pusan and Seoul) are located near the PhD Cubicles. Students will be given a copy code to use for printing from their computers, which is the same code that should be used when making copies in the copy room. Large printing jobs, such as papers for job market packets or class handouts, if you are teaching a class, can be sent out to Campus Copy so as to not overtax the machines. If you need help in ordering copies or with custom jobs such as banners or posters, contact the administrative assistant at the front desk. General office supplies for use in the office are also stored in the copy room, in the cabinet and drawers to the left as you enter the room.

Business Cards

Wharton doctoral students are permitted to purchase academic program business cards only through an approved vendor that uses University approved templates. At present the only authorized printer for Wharton stationery is Maximum Graphics. See https://printing.wharton.upenn.edu/. The correct card layout, as well as signature format for correspondence can be found at https://standards.wharton.upenn.edu/student-correspondence-academic-cards/.

Technology and Computing

Acceptable Use Policy

It is the responsibility of Doctoral Students to make themselves aware of the University's Acceptable Use Policy regarding University owned hardware and software, which is located at the following link:
https://catalog.upenn.edu/pennbook/policy-acceptable-use-electronic-resources/

Technical Support

Any requests for support from the Wharton IT staff needs to be submitted in an e-mail to: mktg-itstaff@wharton.upenn.edu. All requests are entered into a tracking system from this address. Individual e-mails to IT staff members are discouraged for this initial request, since it won't get in the tracking system, and may not be answered promptly if the staff member is out of the office or on vacation.

Office hours for the computing staff are generally the same as for the department at large, which are Monday Through Friday from 9:00 am to 5:00 pm. The goal of the IT Staff is to provide time for support of larger teaching and research projects while maintaining a superior level of individual service to faculty and staff members. During office hours, staff will be available for any and all computing issues, but emergency service will receive top priority.

Other helpful computer support information can be found on the Wharton Student Computing website: https://computing.wharton.upenn.edu/.

PhD Student and Postdoctoral Researcher Web Page Editing

PhD students and Postdoctoral researchers, administratively assigned to the Marketing Department, are provided with their own homepages on the department's website, which are similar in appearance to the faculty homepages. Links to individual student pages can be found on the Current Doctoral Student Page: https://marketing.wharton.upenn.edu/contact-us/phdstudentscontact/ and the Postdoctoral Researchers page: https://marketing.wharton.upenn.edu/postdoctoral-fellows/. Students and Postdocs can edit their own pages online going to https://faculty.wharton.upenn.edu/wp-admin and logging in with your Penn Key.

There is a page on the Wharton Marketing Communications (Marcomm) website that explains how to edit the various parts of your webpage. https://marcomm.wharton.upenn.edu/wharton-faculty-platform/wharton-faculty-platform-getting-started/. The PhD Administrative Coordinator will post a basic profile for new students as they arrive on campus once they have a Penn ID and are added to the Wharton system. Students should review and revise this initial information, and should also periodically update information or add publications and awards as needed. This is especially important for students who are on the job market, since potential employers will most likely visit the website. To gauge what to post or the style of the information posted, it is helpful to check one of the more senior student's pages.

Conference Room Usage and Keys

Students wishing to use the department seminar and conference rooms, JMHH 757 (aka small) and JMHH 741 (aka large), such as for making practice presentations, can check with the administrative assistant at the front desk to make a reservation to use a room. PhD Courses and Speaker seminars take priority over all other requests to use these rooms. To see if a conference room is already booked visit https://whartonmarketing.skedda.com/booking. Once you have made a reservation, you will be able to see your time blocked out on line.

Students are issued a key to their office cubicle, to use during their time with the department. All keys to shared department rooms, as well as a master key, are kept with the administrative assistant. If a conference room is locked, or you forget your cubicle key please, see the administrative assistant to help you.

Payroll and Other Financial Matters

Doctoral students receive their checks on the last working day of the month. Direct Deposit is the preferred method of distribution. Students may view their deposit/payroll information at https://portal.apps.upenn.edu/penn_portal/u@penn.php. A Penn Key is needed to access the site. (Check with the department's Business Manager if you have any Penn Key questions.)

If you perform extra short term work as a **grader or exam proctor**, please make sure that you turn in a **time sheet**, signed by the faculty member, with the specific course information and hours worked by the end of the month when you performed the work. The faculty member must also supply a letter (it can be in an e-mail) to you describing the type of work you are performing, and the dates involved. If you are working as a **Teaching Assistant**, you do not have to hand in a time sheet, but the requirements that the faculty member you are working for provides a letter describing your work responsibilities is the same. If the nature of the work changes (such as grading for a different course in a different semester) then a new letter will be needed.

Your financial support letter provides additional information/guidelines on these matters. If you receive bills from the registrar which reflect a balance, please see the department's Fiscal Coordinator immediately.

Flextime and Flexplace

The University of Pennsylvania under certain circumstances offers Flextime and Flexplace to its staff. (Flextime is defined as flexibility in start and end of the workday, and Flexplace allows an employee to work from his/her home during a portion of the workweek.) Please be aware that individual staff schedules may vary throughout the year. Staff-related inquiries should be directed to Angela Di Santo, Business Manager, adisanto@wharton.upenn.edu.

Calendars and Posting Events

There are links to key university related calendars posted on the department's website https://marketing.wharton.upenn.edu/events/calendars/. The registrar's office posts academic calendars three years out. However, the schedules for the mini-courses (half semester courses offered at Wharton) do not appear on the registrar's calendar. The mini course schedules are posted by the MBA Program office once a year on their website. The PhD mini courses will follow these dates as well. (The undergraduate mini-courses follow the same schedule as the MBA mini-courses, since they are often cross-listed.)

If you would like a meeting, workshop, or seminar involving Ph.D. students posted on the Wharton Doctoral Program Calendar please use the "Submit an Event" link on this page: https://doctoral-inside.wharton.upenn.edu/

Colloquia/Seminars

Marketing Department Colloquia

There is a Department colloquia series which runs throughout the year and includes job talks in the fall. You will receive schedules and notices for each series and are required to attend. They are generally held on Thursdays, but may be held on a different day to accommodate a guest speaker's schedule. A link to the Colloquia schedule is on the Department's website: https://marketing.wharton.upenn.edu/events/

The course numbers associated with these seminars are

- MKTG 973 - Research Seminars in Marketing - Part A (0.5 cu) will meet Thursdays in the Fall semester
- MKTG 974 - Research Seminars in Marketing - Part B (0.5 cu) will meet Thursdays in the Spring semester

Decisions Processes Colloquia

The Decision Processes Colloquia series is coordinated by the Marketing and Operations and Information and Decisions (OIDD) faculty. These are typically scheduled on Monday from 12-1:30 pm and lunch is provided. A link to the DP Colloquia schedule is on the Department's website: https://marketing.wharton.upenn.edu/events/

Advanced Topics (Wednesday Lunchtime) Seminars

All Marketing doctoral students, except those on the job market, are required to attend, serve as leaders for, and be active participants in the Advanced Topics seminars.

The course numbers associated with these seminars are

- MKTG 971 - Advanced Topics in Marketing - Part A (0.5 cu) will meet Wednesdays in the Fall semester
- MKTG 972 - Advanced Topics in Marketing - Part B (0.5 cu) will meet Wednesdays in the Spring semester

Other Colloquia Series

Announcements about other departments' seminars or colloquia are sometimes posted on the department bulletin board in the coffee room. You may also wish to subscribe to the Research Seminar Bulletin to receive email notices about other seminars you may want to attend.

To subscribe, you will need to sign on with your PennKey to Wharton Inside. https://inside.wharton.upenn.edu/ Click on the link to "Manage Your Mailing Lists". Choose the *Find a Wharton List* link on the page. Search for the "wharton-research-seminars" mailing list. Click the Subscribe link.

Travel and Entertainment Expense Processing

It is an IRS requirement that the University retain, for a designated period of time, all documentation supporting requests for reimbursement relating to travel and entertainment. Individuals traveling and or entertaining on official University business are required to submit original itemized receipts showing proof of payment for all travel and/or entertainment related expenses.

For your information, the complete travel and entertainment policy is available at http://cms.business-services.upenn.edu/penntravel/policies.html

The link to Penn Travel Services website is: http://cms.business-services.upenn.edu/penntravel/index.php

Reimbursement Process

Students should seek pre-approval from their advisor and/or PhD faculty coordinator before incurring travel and related expenses. Please refer to the section "Student Benefits" for guidelines on acceptable use of annual travel/research stipends.

The university has moved to an online, travel and expense management system (Concur TEM) for all faculty, staff, and student reimbursements. Your assigned financial coordinator will assist in setting you up in the system. Access for ongoing use is possible with your Wharton username and PennKey by visiting: http://cms.business-services.upenn.edu/penntravel/expense-report.html.

First-time users are encouraged to review the various training materials and documentation provided on the website. It is also suggested that you add "@concursolutions.com" to your Safe Senders list, so notifications from the system are not accidentally sent to your junk mail.

Basic procedure:

The doctoral student submits original, itemized receipts showing proof of payment, along with any additional required documentation, to their assigned Fiscal Coordinator.

Please specify where the reimbursement/travel will be charged. Example: Research budgets, outside funding, faculty research budgets, etc.

Receipts are reviewed, and your expense report will be entered into Concur by the Fiscal Coordinator, who will communicate with you through the online system to obtain your signature on the report. Ultimately, the department Business Manager will obtain additional approval signatures as needed before processing for payment.

Please note the Concur system allows for individual loading of expenses and receipts by the employee. You may want to choose this option for initiating your expense report. Once approved by all parties, payment is generated automatically by the university.

Email all inquiries regarding reimbursements, tuition, tech, and general fees to a fiscal coordinator. Response time is generally 24-48 hours.

For specific information on the following topics, please view the Travel Procedures document posted on: http://cms.business-services.upenn.edu/penntravel/policies/travel-policies.html.

- Acceptable receipts
- Procedures for providing receipts in a Foreign Currency
- How to properly attach receipts
- Procedure for Partial Reimbursement (if an expense is being paid by more than one university or entity)
- Procedures for Missing or Lost Receipts

Student Responsibilities

Familiarity with Policies and Degree Requirements

Students are expected to take the initiative to become familiar with the Department and University Policies and Procedures that apply to them, as well as Program requirements and deadlines. University staff expend a great deal of effort posting and updating information on line, and sending out new program details via email as it becomes available. Students should bookmark key websites for reference and read their Wharton email regularly, and make sure they attend any in-person orientations when offered. There is a list of useful links on the Incoming Wharton Doctoral Students page as well in this manual.

When you have a question, it may be tempting to just ask another student, or staff or faculty, rather than taking the time to look it up yourself. Keep in mind that these folks are often spread thin doing other tasks. While they are certainly available for advice and support, make an effort to check the website or manual first for routine matters. For example, you should not be asking your faculty advisor for readily available information - like when the course add deadline is – when it posted several places on the Penn and Wharton websites and you receive an email reminder from the Doctoral Program office about it.

Keep in mind that when you seek information from others rather than going to the source documents/website, you run the risk of it being inaccurate. Information can and does change from year to year and what may have applied to students who entered the program a few years ago, could now be obsolete.

Immunization and Student Health Insurance Compliance

The University of Pennsylvania requires students to meet certain health requirements, including carrying adequate health insurance coverage and immunization against diseases. Failure to meet the requirements will result in denial of student registration privileges. Immunization and insurance information can be completed by students using online forms. Use this link to find out more information regarding the specific requirements and who is subject to them. http://www.vpul.upenn.edu/shs/compliance.php

Remaining in Good Standing

Criteria essential to being considered in good standing include:

- Participation in the Department Colloquia and Advanced Marketing Seminars
- Maintaining a B+ average and making satisfactory progress in their studies. A typical course load is four courses per semester.
- Third Year Funding: Timely Completion of First Year and Second year papers
- Third and Fourth Year Funding: At the end of the third **and subsequent years** each student needs to have a faculty member summarize the student's progress and prospects with the doctoral committee. It's up to the student whether to ask his/her advisor or someone else, and work with that faculty member to make a strong case on his/her behalf. To facilitate this, the student will complete the status reports required by

the Doctoral Program Office. Based on these reports, the PhD Committee (or a funding sub-committee) will determine whether or not the student is "in good standing" and thus, whether or not the student's funding will be continued for the following year. At the minimum, the committee wants to ensure that each student is in "good standing" in order to receive continued funding; at the same time, we want to raise the bar and assess whether the student has a realistic chance of getting a job at a top school.

- Fifth Year Funding: In order to obtain fifth year funding, our students must be in good standing and have defended their dissertation proposal prior to May 15 of their fourth year. In addition, the process described in the bullet point above will be required. Our intention will be to provide fifth year funding for all students who meet these criteria.

Teacher Development Program/TA Training

The following information has been taken from the Doctoral Program's Policies and Procedures. Please consult their manual posted on the http://doctoral-inside.wharton.upenn.edu/ website for any updates to this policy.

All PhD candidates in the Marketing Wharton Doctoral Programs are required to participate in the four-module Teacher Development Program (TDP).

TDP is a four-module workshop and has the focus to enable doctoral students to improve their presentation skills, with the intent of improving academic job placement. In particular, most students will use TDP to help improve their academic job talks when going on the job market.

Doctoral candidates are encouraged to participate in the four-module workshop in their third year or later, but in some cases departments may wish for second year students to take it. Occasionally, waivers for the four-module workshop may be granted by a given department's doctoral coordinator under the following conditions:

- Significant prior college-level teaching experience (does not include current TA experience)
- Recognized teaching awards
- College-level education courses

These waivers will be granted by individual departments. The department waiver, if given, must be registered in writing with the Wharton Doctoral Office.

Annual Student Progress Report

Each year, toward the end of the spring semester, the Doctoral Program Office will ask every student to complete a **Student Progress Report** online. The student provides answers to a series of questions, a current CV, and links to papers. The PhD Coordinator will access the materials submitted by the student and provide a review to the student through the online system by June 30th.

Completion of Forms

The Doctoral Program Office has a series of forms that need to be completed at various points during the program. It is the student's responsibility to be aware of these forms and submit them at the appropriate time. Links to these forms can be found throughout the doctoral Programs website, as well as summarized on the forms page https://doctoral-inside.wharton.upenn.edu/forms/.

The documents listed below are all hyperlinked on the Doctoral Program office website. They are listed here as a convenience so you can quickly identify the titles of the forms. When it comes time for you to submit any of these forms, you should refer to the Doctoral Inside website to be sure you are using the latest version of the form.

Miscellaneous forms (as applicable)

- Independent Study Course Approval Form
- Request for Approval of Transfer Credit Form
- Request for Leave of Absence
- Maternity/Paternity Extended Funding Request Form
- August Graduates Approval Form for May Commencement Participation

Dissertation Committee Forms

- Request for Dissertation Committee (PDF)
- Request for Dissertation Committee (Word)
- Request for External Committee Member (PDF)
- Request for External Committee Member (Word)
- Request for Change of Committee Members (PDF)
- Request for Change of Committee Members (Word)

Proposal Defense Forms

- Proposal Notification updated 2019
- Defense Announcement Sample
- Proposal Defense Certification (PDF)
- Proposal Defense Certification (Word)

Final Defense Forms

- Defense Announcement Sample
- Example Title Page
- Example Title Page TWO Supervisors
- Final Defense Notification (PDF)
- Final Defense Notification (Word)
- Final Defense Certification (PDF)
- Final Defense Certification (Word)

Master's Degree forms
(can be found on https://doctoral-inside.wharton.upenn.edu/masters-degree-requirements/)

- Planned Program of Study Form
- Certification of Doctoral Qualification Exam
- Certification of Research Paper Acceptable for Master

Students should completely fill out the forms and obtain necessary signatures ***prior*** to submitting them to the Wharton Doctoral Program Office for action or the Vice Dean's signature. Take note of the due date stated on some of the forms, as many must be submitted several weeks in advance.

The Marketing Department has one form exclusive to the department that you may need. It is included in the Appendices of this manual:

- Marketing Department Doctoral Student/Procter Time Sheet.

Student Benefits

Research Fellowships for PhD Students

Entering PhD students are awarded Research fellowships which include:

- An academic year stipend (fellowship). Subject to academic performance, this fellowship will be available for five years.
- Payment of University of Pennsylvania tuition and fees.
- Annual health coverage through the University of Pennsylvania group plan
- An annual budget (for five years) to be used for travel and research.

This is a five year award with its continuation beyond the first year contingent upon the student remaining in good standing in the program. The Department's PhD Committee (or a funding sub-committee) will meet each year to determine whether or not a student is "in good standing" and thus, whether or not the student's funding will be continued for the following year. Please see the Student Responsibilities section of this manual for the specific criteria that must be met to remain in good standing.

This financial offer does not require any research assistant or teaching assistant responsibilities. We anticipate that you will begin research projects with the faculty here as soon as you arrive, based upon your shared interests with our standing faculty. Teaching opportunities will be made available to you toward the end of your program (for additional compensation), and compensation will be competitive with the market at the time. All paid teaching and research opportunities that become available to you must be approved prior to commitment by the department doctoral chairperson, your dissertation advisor, and the department business administrator.

Grant Opportunities

Family Grants

Family Grants are available to help to offset the cost of childcare and other expenses for PhD students with children. Eligible PhD students may receive up to $5,000 per child each year.

Health Insurance Grants

- Dependent Health Insurance Grant helps to offset the cost of dependent health insurance for PhD students with children and/or spouses. Eligible students may receive grant funds up to $1,000 per dependent.
- Health Insurance Grant helps to offset the cost of health insurance for PhD students who are no longer funded by their departments. The Health Insurance Grant Program provides annual grants, up to $2,000, to PhD students who meet certain income eligibility criteria.
- Dental Insurance Grant subsidizes 50% of the cost of Penn Dental insurance for all PhD students.

Marketing Department Travel/Research Stipends

The Marketing Department encourages PhD students to present at major academic conferences. Therefore, all students receive an annual travel/research allowance of $1,000. This does not carry over into subsequent years and, therefore, should be managed prudently. In addition, students might periodically apply for, and may be awarded, travel/research grants from other centers or programs within Wharton.

Students must receive pre-approval from their individual faculty advisor and the department's PhD coordinator for all conference travel paid for with university funds.

All travel arrangements must be made in accordance with the University of Pennsylvania travel policy. The department will pay for coach air fare, conference registration, hotel, and other University-allowable expenses. Please follow the guidelines in the section on Travel/Entertainment Expense Reimbursement when submitting your requests for payment.

Doctoral Office Travel Awards

Please visit: http://doctoral-inside.wharton.upenn.edu/travel-grant-funding/ for any updates to the information shown below:

We are pleased to be able offer the George James Term Fund for the Wharton Doctoral Program to assist Wharton Ph.D. students for travel and research. The Wharton Doctoral Programs distributes individual travel awards to defray the cost of *qualified* travel expenses for graduate students *presenting their research at academic conferences and meetings.*

This funding applies to TRAVEL only (e.g. Registration fees, transportation and lodging) and may not be used for purchase of related books or materials or meals. Proposals for the presentation of student's own research at conferences will be given priority.

**First Year students are not eligible for Doctoral Office Travel funding.*
**Students may not submit more than one Travel Award request per year. (July 1 - June 30)*

Grants will be awarded with amounts up to a MAXIMUM of $500 for Domestic or $750 International travel per trip. Preference is given to students who have not received prior travel awards. Students will be limited a total of 2 travel awards over the course of their studies due to the increased volume of travel award applications. If you have received 2 travel awards from the Doctoral Programs Office in the past, you will no longer be eligible to apply for a travel award.

George James Travel Award Application Requirements:

1) Application for Wharton Doctoral Office Travel funding. (Students should submit a brief proposal prior to the term in which they are planning to travel.)
2) An email will be sent to the faculty person from whom you are requesting your travel award recommendation. An application will not be considered complete without the faculty recommendation.
Deadlines (Deadline dates are firm):

Conference Travel	Apply By	Decisions Made
January 1-March 31	December 10	December 15
April 1-June 30	March 15	March 22
July 1-September 30	June 15	June 22
October 1-December 31	September 15	September 22

Applications received after the deadline date will not be reviewed. Students will be notified no earlier than the decision dates listed above. If you are awarded a travel award, please submit receipts for reimbursement **after** you return from your conference.

Center Grants

Wharton School research centers may offer grants from time to time. Doctoral students are encouraged to apply for these grants to apply towards their research and conference travel funding. These grants have specific terms and conditions which must be adhered to in order to be funded. See call for proposals for Wharton Risk Management and Decision Processes Center, for example.

Other PhD Funding Sources

The Wharton Doctoral Program Office maintains a webpage that lists a variety of PhD student funding sources. Please check the links that are provided on this website https://doctoral-inside.wharton.upenn.edu/funding/ for information.

Consortia Attendance

AMA Doctoral Consortium

Eligibility: Any Penn PhD student who (a) has completed all PhD requirements except for the dissertation proposal and defense, and (b) is nominated by their dissertation (co-)advisor, who must be on the standing faculty in marketing. There have been occasions in the past when we have chosen not to send any student to the AMA Doctoral Consortium; we may make a similar choice at any point in the future.

Other Doctoral Consortia

Occasionally we are invited to send students to other doctoral consortia. When we choose to send a student, we will follow the same general criteria as for AMA, making adjustments for any specific criteria specified by the consortium sponsor (i.e., for students doing work in a particular area or for students at a particular stage of study).

Marketing Department Criteria for Selecting Doctoral Consortia Representatives

The PhD committee considers a variety of criteria when selecting a PhD student to attend a doctoral consortium. Some of the most common are listed below. Individual faculty members place different weights on these various criteria and will reach different conclusions based upon the same materials. However, it is important for students to understand what these factors are and that the decision is a multi-dimensional one.

1) Past and Potential Research Productivity: Both the number and quality of publications, working paper manuscripts, and ongoing projects. Faculty will also assess the student's role as thought leader in each of these research projects. To what extent does the student have intellectual "ownership" of the research?
2) Performance in Departmental Coursework and Contributions to Weekly Seminars/Colloquia: Does the student contribute to discussions in a way that moves the topics forward and contributes to the intellectual depth of the seminar or classroom discussion? Do creative and deep insights emerge from their questions?
3) Department Citizenship: Does the student help to build the department's PhD community? Is the student an active participant in departmental activities? Has he or she taken on a leadership role in building the community and contributing to the doctoral community?
4) Honors and Awards: Has the student been recognized with honors and awards? What was the nature of the award and how competitive and prestigious was the award? Was the award based on research, teaching or citizenship?

5) How will the Student Benefit from Attending the Consortium? For example, is the student on the job market in the academic year after the Consortium?

To assess these various criteria, we consider the following materials:

- The student's vita
- The student's Annual Summary of Activity
- The student's graduate coursework and grades
- A written statement from the student's advisor

Faculty Mentors

Each first year student will be assigned two faculty mentors by the PhD faculty coordinator. These mentors are there to answer questions you may have and to help you foster connections with the faculty at large as you enter the program. Please schedule meetings with your mentors and meet with them regularly, especially during your first year. You may or may not decide ultimately to work on a research project with these mentors.

Social Activity Budget

The Marketing Department doctoral student group is allocated a modest budget each semester from the Paul Green Foundation to fund social activities intended to promote camaraderie among the students. Students select a social director from their group who will plan and coordinate fun gatherings or outings such as movies nights, bowling, luncheons, etc. The students can decide whether or not to include significant others in these activities. One stipulation is that the events are for students only – no faculty should be included.

Job Market Resources

Students who will be applying for University positions when they graduate should seek job market advice from the faculty PhD coordinator, their dissertation advisors, or fellow students who have recently been on the Job Market.

Helpful resources be found on the Penn Career Services department webpage "Career Services for Doctoral Students & Postdocs: http://www.vpul.upenn.edu/careerservices/gradstud/index.php.

Many institutions post faculty positions on their websites and require the submission of application materials on-line. With the exception of the faculty letters of recommendation, students can upload all required materials. As they are considered confidential, most institutions provide a means for you to ask faculty to upload their letters of recommendation to the application website directly.

A note about faculty letters of recommendation for online applications: If you are asking faculty members to submit letters of recommendation you should remind them that they should first convert the letter to a "pdf" format before uploading it. Rather than printing the letter on letterhead and then scanning it to convert it to a .pdf, most faculty find it easier to use electronic letterhead with their signatures and printing it with adobe to convert it to a .pdf. (It also looks clearer using the print to .pdf approach). Please let the administrative staff know who you will be asking to write letters of recommendation so that they can ask them if they need assistance with creating electronic letterhead.

Job Application Packet Mailings

Besides applying on line to schools that have posted faculty positions, students have traditionally asked their faculty advisors to send a "job packet" to their colleagues at other schools to encourage them to interview them at AMA. These are almost always send out via email. (If you need a ***paper*** packet mailed see the Appendix of this manual for additional information.) Because these emails are often viewed as spam by those receiving them, many advisors do not want to send them, or will only send a limited number to colleagues that they know well. You should discuss this with your advisor. If your faculty advisor agrees to email recommendations/job packets to their colleagues about you, information has been provided in this manual to assist you. To ensure that your materials look professional and arrive on time, please adhere to the following procedures and deadlines:

Because sending out hundreds of emails is a lot to ask of a faculty member, the ***faculty advisors*** will get some clerical assistance from the administrative staff through the use of a special Bulk E-mail Merge program.

As each email is *from the faculty advisor*, the faculty member should review the materials you give them to include in the attachment packet. You don't want to embarrass your advisor by asking them to attach poorly formatted or written materials to their message, so be sure you use appropriate letterhead and thoroughly proof read your materials. A common error is consistency. For instance, you may have changed the title of a paper, but forget to change it in your CV or in a cover letter.

A typical "job packet" consists of the following information:

- Letter(s) of recommendations from PhD advisors and other faculty,
- the applicant's CV
- a job market paper
- other papers if desired

Students sometimes include other items in their job packets, such as:

- a cover letter
- a diversity statement
- a research statement

The Bulk E-mail Merge program developed by the department will simultaneously merge address information into letters of recommendation, convert them to .pdf files and attach them to them to customized e-mails delivered from the PhD student's advisors e-mail address. When administrative staff run the program, it essentially prohibits them from sending/receiving email while the program runs. A staff member can only run one Bulk email merge at a time.

A least a month prior to when the packet should be mailed

- Let the PhD administrative coordinator know that your faculty advisor will be sending an e-mail mass mailing so that he/she can plan their time accordingly. Identify which faculty member will be sending out the e-mails on your behalf.
- Provide the administrative coordinator with the names of the faculty member(s) who will be writing your letters of recommendation so that electronic letterhead and signatures can be prepared for the faculty member if they do not already have it. Note, if you are getting letters from someone from another Penn department, they may need to contact their own administrative staff for assistance with electronic letterhead.

A least a week prior to when the packet should be e-mailed, the administrative coordinator should have in their possession:

- An e-mail from each faculty member who is writing you a letter(s) of recommendation with their completed letter attached. It should be a **word document on electronic letterhead with a digital signature**.
    - Some faculty would prefer not to have their letters customized with the date the letter is sent and the address of the recipient. In that instance, the faculty member could email the administrative

coordinator a clear .pdf document instead. This letter should be created electronically (save as .pdf) and not scanned, since the quality of scanned documents is usually inferior and particularly noticeable when part of a packet where all the other documents are clear.

- An e-mail from the doctoral student's PhD advisor containing the verbiage that will appear in the body of the e-mail from them. (Students should provide the list of attachments to their faculty advisor to assist them in composing the email body message). The e-mail should include:
    - A link to the doctoral student's website,
    - A list of what is attached to the e-mail
    - The e-mail subject line that should be used (typically "AMA Materials for Candidate John Smith").
    - The advisor's contact information after the closing
    - The program automatically inserts "Dear <Salutation>, into the e-mail when it runs, so the email body does not need to include a salutation. A sample e-mail can be provided to the advisor to use as a template if requested.
- An e-mail from the student with their CV and papers (in .pdf format) that they want attached. In lieu attaching a lengthy paper, some students opt to have their advisor include links to their paper on a website. CAUTION: Make sure the URL of the paper doesn't change if you revise and repost it, or it will result in an error message.
- The list of names and addresses of the recipients of the job packet email in an excel spreadsheet using the headings shown below, as well as the recipient's e-mail address. ***The student's advisor should also be one of the entries on the spreadsheet as a way for him or her to see what the "mailed" product looks.***

NOTE: Materials will be processed and bulk e-mailed out within one week of submission by the student, so plan accordingly. Requests to "mail this out today" cannot always be met, due to administrative staff's other responsibilities in the department and especially when there are multiple students sending applications in the same year.

E-mail merge spreadsheet requirements: The e-mail merge program will not run properly unless your spreadsheet heading names are exactly as shown. The "address" field should have the name, title and address just as you would like for it to appear in the letter of recommendation. You can leave the "School", "Number", "First" and "Last" fields blank if you want, but most students find that including these helps keep track of their spreadsheet entries. If your advisor knows the individual personally that the letter will be addressed to, he or she may prefer that you list a first name, as opposed to the more formal "Dear Professor X". Make sure to check with them about this before using a first name.

OPTIONAL COLUMNS REQUIRED COLUMNS

School	Number	First	Last	Address	Salutation	Email
Harvard	23	John	Jones	Professor Tom Jones Professor of Agriculture and Business Director of Faculty Planning and Recruiting Harvard Business School Harvard University Soldiers Field Road Boston, MA 02163	Professor Jones	tomj@hbs.edu

Harvard	24	Mary	Smith	Professor Mary Smith Professor of Business Administration, Unit Head Harvard Business School Harvard University Soldiers Field Road Boston, MA 02163	Mary	smithma@hbs.edu
Oregon	25	Marketing Search Committee		Charles H. Lundquist College of Business University of Oregon 1208 University of Oregon Eugene, OR 97403	Colleagues	LCBjobs@uoregon.edu

When the bulk e-mail merge program runs, a log that shows whether or not the e-mails were successfully sent is created. (Those that fail are usually due to typos in the email address.) If an e-mail does not go through successfully, the student will be sent a copy of the log, so that they can determine the correct e-mail address and give the corrected information to the administrative coordinator to resend. Also, the student's advisor should monitor their e-mail in-box for a few days after the bulk e-mail goes out, to be sure there are no error messages sent to them, or if they received an out of office message, or other instructions back from the recipient. You should coordinate when the bulk e-mail will be sent with your advisor's schedule. (If they will be vacationing in a remote area with no internet access, they won't be able to monitor responses to the mass mailing.)

The intent of the bulk e-mail merge program is to minimize the amount of time that a faculty advisor would need to send dozens (or hundreds) of individual e-mails. Sometimes a position may not be posted until several months after the typical spring time frame. In this instance, you can ask your advisor to send out one email for you; there is no need to involve staff with sending out a "bulk" e-mail for one application in September for example. Your advisor will have copies of all of your recommendation letters from other faculty, and your papers and CV in their possession - so that they can easily send out one or two email packets on their own if need be since they have all the materials.

If you need for a special "bulk" e-mail to a separate group of schools that require a unique subset of attachments, or need to be sent earlier than the other packets, please send a separate e-mail containing the excel spreadsheet with just those addresses, along with any special attachments or instructions. This is to avoid confusion and to ensure that the correct information is sent to the correct e-mail address. **Each bulk mail request requires a separate Excel spreadsheet and specific information as to what should be attached to the e-mail.**

Student Health Coverage

The Student Health Service of the University of Pennsylvania's website link is: http://www.vpul.upenn.edu/shs/

All admitted doctoral student's fellowships cover health insurance. For information about the **Penn Student Insurance Plan**, please go to http://www.vpul.upenn.edu/shs/psipinsurance.php . If you have any questions about the terms of your fellowship please see the department's Business Manager. The Doctoral Program office page for incoming students http://doctoral.wharton.upenn.edu/welcome-incoming-wharton-doctoral-programs-students/ has links and information as well.

The link for insurance enrollment can be found at http://www.vpul.upenn.edu/shs/inreq.php. You will also need to know your Penn Key in order to enroll. Please note that you will not be able to enroll in the insurance program before July 1; you will receive an error message if you try before then. If you are interested in obtaining summer coverage before beginning your first year, check with the department's Business Manager for the current policy on payment for early coverage.

There are some grants available for students to help defray the cost of health and dental insurance. Visit https://gsc.upenn.edu/resources/graduate-funding-and-finances/insurance-subsidies-and-grants for information and deadlines.

Doctoral Program Requirements

The Department requirements are posted on the website. https://marketing.wharton.upenn.edu/phd-program-in-marketing/ and are contained in the Doctoral Program office's Policies and Procedures Manual which is posted at https://doctoral-inside.wharton.upenn.edu/policies-procedures/. The faculty PhD Coordinator must report any changes to the program to the Doctoral Program office (so that they can make adjustments to their Policy Manual), as well as to the Department's Administrative coordinator so the department website and the next edition of this manual can be updated. Even though the information in this section is on-line, it is provided here for easy reference.

Program Objectives

The program's specific objectives are:

- To provide an interdisciplinary environment for the generation of creative ideas in marketing;
- To provide sufficient analytic skills for evaluation (and implementation) of these ideas, i.e., critical insight;
- To provide training in the communication of these ideas to others; and
- To encourage a type of cumulative contribution to the marketing field by a process of learning how to learn, i.e., the strategy of scholarly inquiry.

These objectives are implemented by means of a varied program of seminars, joint research projects, and colloquia.

The Wharton Doctoral Programs are part of the Graduate Faculties of the University of Pennsylvania and as such they operate within the general framework of degree requirements and financial regulations stated in detail in the University's graduate academic bulletins, available from the University of Pennsylvania Graduate Admissions Office, 16 College Hall, phone (215) 898-7444.

Student Involvement with the Department

Advanced Topics and Research Seminars

All Marketing doctoral students, except those on the job market, are required to attend, serve as leaders for, and be active participants in the Advanced Topics and Research seminars. This exposes students to a wide variety of current research and advanced topics in Marketing.

The course numbers associated with these seminars are

- MKTG 971 - Advanced Topics in Marketing - Part A (0.5 cu) will meet Wednesdays in the Fall semester
- MKTG 972 - Advanced Topics in Marketing - Part B (0.5 cu) will meet Wednesdays in the Spring semester
- MKTG 973 - Research Seminars in Marketing - Part A (0.5 cu) will meet Thursdays in the Fall semester
- MKTG 974 - Research Seminars in Marketing - Part B (0.5 cu) will meet Thursdays in the Spring semester

Students entering the program in fall 2015 and later will be required to take each of these courses for grade/credit at some point during their first or second year in the program. (They must register for them as a Course in Penn in Touch). Students not taking the seminar for credit during a particular term, will still be expected to attend and participate. Students should not schedule a course in another department during the 12:00 - 1:30 pm time block so they are free to attend.

Students entering the program in Fall 2014 (and earlier) are permitted to take MKTG 968 and MKTG 969 each once for credit, but are not are required to do so to satisfy their major field courses requirement.

DEGREE REQUIREMENTS FOR MARKETING

The Wharton Doctoral Programs consist of two distinct phases: pre-candidacy and candidacy.

In general, during the pre-candidacy phase the student completes

- the required course-work,
- preliminary examinations,
- any requirements imposed by the student's specific Department or Program such as additional qualifying examinations and research papers.

Upon satisfying all of these requirements, the student applies in writing to their Department PhD Faculty Coordinator for admission to candidacy. The Coordinator will review the student's record and make a recommendation to the Vice Dean. Upon approval by the Vice Dean, the student is admitted to candidacy.

The candidacy phase comprises

- preparation and defense of the dissertation proposal,
- doctoral dissertation
- final defense of the dissertation

The following are the specific requirements for the Marketing Department.

Pre-Candidacy Phase

- Before admission to candidacy, the student is required to complete the required 17 cu's of graduate level courses as described in detail in the **Coursework** section below. (This was 16 cu's for students entering before Fall 2015)
- Take and pass the Marketing **Qualifying Examination** offered at the end of the first year.
- Complete a faculty-supervised **First Year research paper** due approximately August 25, before the start of the second year.
- Completed a faculty-supervised **Second Year research paper** due by approximately August 25, before the start of the third year.
- Complete all forms required by the University.

COURSEWORK

The requirements for the **Joint Doctoral Degree in Marketing and Psychology** are listed in the Appendices.

The **Doctoral Program in Marketing** is based on the completion of the dissertation as well as a minimum of seventeen graduate level courses in the following categories: Major Field, Basic, Related Field and Elective. Of the seventeen courses, a maximum of four can consist of transfer courses for graduate work at other universities. In addition, only two of the seventeen courses can be independent study courses.

- <u>Major Field Course</u> (7 cu) – The Marketing Department requires that the students take seven credit units (cu) of Ph.D. seminars in the department as follows
  - Four credit units must be met by taking the following seminars:
    - MKTG 940 and 941 (1.0 cu total)
    - MKTG 942 and 943 (1.0 cu total)
    - MKTG 971 and 972 (1.0 cu total)
    - MKTG 973 and 974 (1.0 cu total)

  - Students meet the remaining three credit unit major field requirement by completing either the **Quantitative Tract** or **the Consumer Behavior Tract**, according to their research interests.

    Consumer Behavior Tract: 3 cu's as follow:
    - MKTG 950 (0.5 cu) **AND** MKTG 951 (0.5 cu)
    - MKTG 952 (0.5 cu) **AND** MKTG 953 (0.5 cu)
    - MKTG 954 (0.5 cu)
    - MKTG 956 (0.5 cu)

    Quantitative Tract: 3 cu's as follows:
    - MKTG 954 (0.5 cu) **AND** MKTG 955 (0.5 cu)
    - MKTG 956 (0.5 cu) **AND** MKTG 957 (0.5 cu)
    - MKTG 950 (0.5 cu)
    - MKTG 952 (0.5 cu)

    If a required Marketing Seminar is not offered, students may submit a request in writing to the Marketing Department's Doctoral Committee for a course substitution. Course Descriptions and schedules can be found on the Marketing Department website:
    - ✦ https://marketing.wharton.upenn.edu/phd-program-information/phd-course-descriptions/
    - ✦ https://marketing.wharton.upenn.edu/phd-program-in-marketing/phd-course-schedules/

    Students from outside the department wishing to take any of these "MKTG" courses need permission from the instructor before they can register for them. (Please visit the Program Advising and Registration page on the *department website https://marketing.wharton.upenn.edu/phd-program-advising-registration/ for specifics.) After receiving approval from the course instructor, students need to contact the PhD Course Coordinator so a permit can be issued in the registrar's system. The department's PhD Course Coordinator automatically issued permits for the department's students, but if a student wishes to take a course out of sequence, they should follow the above steps.*

- <u>Basic Course</u> (3 or 4 cu) - Students need to complete three or four credit units of a statistics and economics course sequence.

  - **Statistics:** The specific courses permitted to satisfy the statistics basic course requirements are determined by the Wharton Doctoral Program Office
    1. STATISTICS 500 and 501 (or PSYCHOLOGY 611 and 612)
    2. STATISTICS 515 and 516
    3. STATISTICS 520 and 521
    4. STATISTICS 970 and 971

5. ECONOMICS 705 and 706
6. SOCIOLOGY 536 (Quantitative Methods in Sociology II) and STATISTICS 501

*Non-statistics Wharton PhD students may take STAT 927, 961 (Statistical Methodology - previously STAT 541) 962 and STAT 542 as electives only after fulfilling one of the required course combinations listed above. Students who would like to take these courses are required to ask for an interview with the instructor and receive his/her permission.

Descriptions for each course may be found in the University Course Catalog https://catalog.upenn.edu/courses/ and on the Registrar's website: http://www.upenn.edu/registrar/.

Exceptions to these sequences, or the ability to "mix and match" courses from these sequences, is allowed- however, must receive written approval from the current doctoral coordinator of the statistics department program.

The specific courses permitted to satisfy the statistics requirements are determined by the Wharton Doctoral Program Office. Please consult the Wharton Doctoral Programs Policies and Procedures for any updates to this list.

- **Economics**: The economics requirement can be met by taking one of the following three sequences:
  - ECON 701 and ECON 703 (Microeconomic Theory I & II) **OR**
  - ECON 681 (Microeconomic Theory) and ECON 682 (Game Theory and Applications) **OR**
  - BEPP 950 (Managerial Economics)

- COURSE IN A RELATED FIELD (2 or 3 cu) – Students must complete two to three credit units in related fields. A partial list of possible related fields includes: Communications Research, Decision Processes, Econometrics, Economics, Information Systems, Operations Research, Psychology, Sociology, and Statistics.

- ELECTIVES (4 or 5 cu) - Graduate level courses

INDEPENDENT STUDY

Students wishing to take an Independent Study course in the department (MKTG999) must complete an **Independent Study Course Approval Form,** obtain the course instructors signature, and submit a copy to the PhD Course Coordinator so that the course can be entered into the registrar's system. The original of the form must be submitted to the Wharton Doctoral Programs Office.

TRANSFER CREDITS

To transfer credits from another University, a student needs to submit a Request for Approval of Transfer Credit Form to the Department PhD Coordinator (faculty) during his or her first year. The form, with the recommendation from the Department PhD Coordinator will be sent to the Vice Dean and filed with the doctoral program office. The transfer becomes effective at the end of the first year of doctoral study. *Please note the Doctoral Programs form states that eight course units are transferrable. However the Marketing Department only allows four courses to be transferred.*

Please consult the Wharton Doctoral Office website for additional information about transfer credits: https://doctoral-inside.wharton.upenn.edu/transfer-credit/

Course Load and Auditing Courses

The **maximum course load per term is four course units** per term for doctoral students. A doctoral student may register for *more than four course units* only with permission of the Vice Dean of the Doctoral Programs. Students wishing to take more than four course units should consult with the faculty PhD Coordinator. The Faculty Coordinator will need to email the Vice Dean to get permission for a student to take more than 4.0 CU. Once permission is granted the staff in the Doctoral Program office need to adjust the student's max load in Penn in Touch before they will be able to register for more than 4.0 CU.

Registration for three or more course units in a semester is considered full-time student status. Registration for .5 to 2.5 course units is considered half-time status. Degree candidates are considered to be full-time enrolled students.

Auditing Courses

Please see https://doctoral-inside.wharton.upenn.edu/auditing/ for any updates to the following policy.

A student who desires to attend a course without performing the work of the course must first secure the consent of the instructor. He or she must register in order for the audited course to appear on the transcript; no credit will be received for the audited course. A teaching fellow registered for three course units may register as auditor for one additional course with **permission of the graduate group chair**.

A student may request that the Doctoral Office change his or her status in a course to auditor, provided that the request is endorsed by the PhD Coordinator in their department and the instructor giving the course and is ***submitted to the graduate office no later than the end of the second week of the term****.*

Wharton PhD Students are permitted to AUDIT one course only per term, and need the approval of the Vice Dean of the Doctoral Programs office if they are already taking the maximum four course unit load and want to audit a class on top of that.

Sample Course Sequence

Below is a sample schedule. The MKTG courses (except MKTG 971-974) should be taken in the time frame listed; the courses needed to satisfy the Economics and Statistics basic course requirements will vary by each student's choice of sequence and interests.

Years 1 and 2 - SAMPLE SCHEDULE	
• Coursework • Examination • Research Papers • Research Activities • Completion of Other Requirements by Field	**YEAR 1 - Quantitative Track** • **Fall:** MKTG 942; MKTG943; MKTG 950; MKTG 973; ECON 681; STAT 970 • **Spring:** MKTG 940; MKTG 941; MKTG 952; MKTG 954; MKTG 955; MKTG 956; MKTG957; STAT 971 • **Summer:** Marketing Preliminary Exam, First Year research paper **YEAR 2 - Quantitative Track** • **Fall:** MKTG 971; Electives; Research Paper • **Spring:** MKTG 972; MKTG 974; ECON 682; Electives; Research • **Summer:** Second Year Research Paper

	YEAR 1 - Consumer Behavior Track • **Fall:** MKTG 942; MKTG943; MKTG 950; MKTG 951; MKTG 971; STAT 500 • **Spring:** MKTG 940; MKTG 941; MKTG 952; MKTG 953; MKTG 954; MKTG 956; STAT 501 • **Summer:** Marketing Preliminary Exam, First Year research paper **YEAR 2 - Consumer Behavior Track** • **Fall:** MKTG 973; BEPP 950; Electives, Research Paper • **Spring:** MKTG 972; MKTG 974; Electives; Research • **Summer:** Second Year Research Paper
Year 3	
• Directed Reading & Research • Admission to Candidacy • Formulation of Research Topic	Dissertation proposal defense MKTG 995
Year 4	
• Continued Research • Oral Examination • Dissertation	Final dissertation defense MKTG 995

Candidacy Examination

A Candidacy Examination on the major subject area is required before the student can be admitted for candidacy. In the Marketing Department's program, this qualifying exam is offered at the end of the first year (usually in early June). It may be oral, written, or both, at the discretion of the graduate group. Typically the exam in our department is a written exam, primarily completed on a computer, and covers the material from the Marketing Department seminar series students take during their first year. According to the University's academic rules, feedback must be provided to the student within one month, although the results of the examination are usually provided to students sooner. Satisfactory completion of the Candidacy Examination requirement is recorded in the student's academic record by the Doctoral Office once they are notified by the Department's Coordinator (Faculty PhD Advisor).

First Year Paper

Each student is required to complete a first-year paper. The purpose of the paper is for each student to get first-hand experience in the research process by:

- identifying an interesting and important problem
- reviewing and synthesizing previous research in the area
- conducting original primary research on the topic which could take the form of:
    - an experiment to test some hypotheses
    - derivation of an analytic model which generates testable propositions
    - development of a model and testing of it on an existing dataset
- writing a +/-30 page paper summarizing the research in a journal format.

Students should begin thinking about this project no later than the end of their second semester in the program and should begin working with a faculty member whose role is to provide guidance and counsel along the way. The paper can use as its starting point work previously completed for another class, but must demonstrate substantial incremental work and improvement. For additional information, students should talk to the Marketing doctoral program coordinator and/or other faculty members.

Additional Details:

Deadline: The paper is due approximately August 25th, at the beginning of the 2nd year. (The actual date is determined on a yearly basis). If the paper is not received by the deadline, all funding will be suspended until (a) the paper is turned in, (b) the paper has been evaluated by the designated reviewers, and (c) the doctoral committee meets and makes a determination as to whether the student's funding should be reinstated. The expectation is that all papers will be turned in on time; if, however, a student anticipates that meeting the deadline is impossible, he/she should inform the doctoral program advisor well in advance of the deadline.

Before submitting the final paper, it needs to be sent to the communications/writing service in the Doctoral Program office for feedback. Student should submit it at least two weeks prior to the deadline, to give ample time for the staff to review it. Students may submit their papers earlier in the writing process to get feedback if desired.

Format: The final paper should double-spaced and formatted according to the guidelines of the journal to which you might plan to submit it (Journal of Consumer Research, Journal of Marketing Research, Marketing Science, etc.). You can find information about the style guidelines for each journal on its website and can obtain additional information about this from your advisors.

Review Process: The paper will be evaluated by two reviewers in a manner consistent with normal academic journals. The student is welcome to suggest appropriate reviewers. Each student will receive feedback on his/her paper. Once the feedback has been received, students are required to respond to that feedback. This response should include how the student will revise the paper in order to address the comments and criticism. Ideally, all students will ultimately publish their first year papers. Comments to the reviewers can serve as a useful roadmap for these revisions. Comments to the reviewers will be due 2 weeks after students have received the reviews.

Second Year Paper

Each student is also required to complete a second-year paper. This paper can be a revision of the first year paper, as long as it shows substantial improvement and change. However, in most cases this will most likely be a completely new piece of research, rather than a revision of the first year paper. Like the first year paper, the purpose of the paper is for each student to get first-hand experience in the research process by:

- identifying an interesting and important problem
- reviewing and synthesizing previous research in the area
- conducting original primary research on the topic which could take the form of:
    - an experiment to test some hypotheses
    - derivation of an analytic model which generates testable propositions
    - development of a model and testing of it on an existing dataset
- writing a +/-30 page paper summarizing the research in a journal format.

Students should begin thinking about this project no later than the end of their third semester in the program and should begin working with a faculty member whose role is to provide guidance and counsel along the way. The paper can use as its starting point work previously completed for another class, but must demonstrate substantial incremental work and improvement. For additional information, students should talk to the Marketing doctoral program coordinator and/or other faculty members.

Additional Details:

Deadline: The paper is due approximately August 25th, before the start of the 3rd year. If the paper is not received by the deadline, all funding will be suspended until (a) the paper is turned in, (b) the paper has been evaluated by the designated reviewers, and (c) the doctoral committee meets and makes a determination as to whether the student's funding should be reinstated. The expectation is that all papers will be turned in on time; if, however, a student anticipates that meeting the deadline is impossible, he/she should inform the doctoral program advisor well in advance of the dealing.

Before submitting the final paper, it needs to be sent to the communications/writing service in the Doctoral Program office for feedback. Student should submit it at least two weeks prior to the deadline, to give ample time for the staff to review it. Students may submit their papers earlier in the writing process to get feedback if desired.

Format: The final paper should double-spaced and formatted according to the guidelines of the journal to which you might plan to submit it (Journal of Consumer Research, Journal of Marketing Research, Marketing Science, etc.). You can find information about the style guidelines for each journal on its website and can obtain additional information about this from your advisors.

Review Process: The paper will be evaluated by two reviewers in a manner consistent with normal academic journals. The student is welcome to suggest appropriate reviewers. Each student will receive feedback on his/her paper. Once the feedback has been received, students are required to respond to that feedback. This response should include how the student will revise the paper in order to address the comments and criticism. Ideally, all students will ultimately publish their first year papers. Comments to the reviewers can serve as a useful roadmap for these revisions. Comments to the reviewers will be due 2 weeks after students have received the reviews.

DISSERTATION

APPLYING FOR DISSERTATION STATUS

Upon satisfying all of the requirements listed above (coursework, exam, papers, and on-going department participation) most students move on to dissertation status. Keep in mind that once on dissertation status, students are no longer able to take a full load of classes for credit. Not all third years immediately apply to go onto the dissertation phase, and opt to take an additional semester of course work while working on their research.

Once the student decides to go onto dissertation status, he or she should check with the PhD Faculty Coordinator to make sure all the pre-candidacy requirements have been met. (A student may move onto dissertation status with one or two required courses to take while on dissertation upon the approval of their PhD Faculty Coordinator only. Students are eligible to enroll in 1 CU per semester while on dissertation status.)

Whenever the PhD Faculty Coordinator approves a new student going on to dissertation status, he or she must notify the Wharton Doctoral Programs Office, as well as informing the department's Course Coordinator (to set up a dissertation section of MKTG 995 in SRS).

Since the same course registration deadline applies to MKTG 995 as it does for other courses (about two weeks after the semester starts) **students should get approval to go on dissertation status, by the end of the semester before they plan to enroll in MKTG 995.**

DISSERTATION PROCESS

The formal dissertation process takes place in two phases. In the first phase, the student prepares a proposal indicating the nature of planned dissertation research and its intended contributions. In the second phase, after the proposal has been approved, the dissertation research unfolds under the careful guidance of the student's dissertation advisor.

The sequence of events, forms and requirements associated with the dissertation are detailed on the Doctoral Inside webpage https://doctoral-inside.wharton.upenn.edu/academic-journey/. Information is also contained in Section 6 of the Wharton Doctoral Policies and Procedures Manual. Students should familiarize themselves with this section. This manual can be accessed through the link on https://doctoral-inside.wharton.upenn.edu/policies-procedures/.

MASTER'S DEGREE IN MARKETING

Students who want to apply for a Master's Degree as an "alternate" degree and continue on for the Ph.D. should consult the Doctoral Inside webpage: https://doctoral-inside.wharton.upenn.edu/masters-degree-requirements/ for information and links to the necessary forms.

- Certification of Doctoral Qualification Exam
- Certification of Research Paper Acceptable for Master
- Planned Program of Study Form

MARKETING DEPARTMENT REQUIREMENTS

Students can only apply for a Master's degree if they have:

- Taken and passed the Marketing Department's Qualifying Examination

- Completed the following courses (4 CU total):
  - MKTG 940/941 (1 CU) – Measurement and Data Analysis in Marketing
  - MKTG 942/943 (1 CU) – Research Methods in Marketing
  - MKTG 950 (.5 CU) – Judgment and Decision Making Perspectives on Consumer Behavior – Part A
  - MKTG 952 (.5 CU) – Information Processing Perspectives on Consumer Behavior – Part A
  - MKTG 954 (.5 CU) – Economic/OR Models of Marketing – Part A
  - MKTG 956 (.5 CU) – Empirical Models in Marketing – Part A

- Completed one of the following course sets (1 CU total):
  - MKTG 951 (.5 CU) – Judgment and Decision Making Perspectives on Consumer Behavior – Part B
  - MKTG 953 (.5 CU) – Information Processing Perspectives on Consumer Behavior – Part B

    OR
  - MKTG 955 (.5 CU) – Economic/OR Models of Marketing – Part B
  - MKTG 957 (.5 CU) – Empirical Models in Marketing – Part B

- Completed additional elective courses (3 CU total)

- Completed the University's major research paper requirement by:

  - Completing a course of research character or engage in supervised research, as the graduate group shall direct, which, in either case, shall be of at least one term in duration and shall include the preparation of at least one comprehensive scholarly or scientific paper.

  A research paper based on joint work with other researchers is allowed, provided that, in such cases, a unique and separate document is presented by each degree candidate. The candidate must include a concise account of his or her contribution to the whole work. Authorship of a master's thesis or research paper by more than one degree candidate is not allowed.

  A Certification of Research Paper Acceptable for Master's Degree form must also be completed.

20xx-20xx ANNUAL REVIEW

Student Name: **Department:**

Year in program beginning Fall 20xx: **Doctoral Coordinator Name:**

(Feedback provided by Faculty Doctoral Coordinator)

Areas for Student Development:

Goals for Next Academic Year:

Any additional comments, questions or feedback for student:

Please feel free to upload any related documents or to upload the Annual Review:

STUDENT PROGRESS REPORT

(Questions asked of students)

Additional Coursework - List any courses in the past year that you have audited, attended at another institution, or would not otherwise appear on your transcript

Requirements - Please select the requirements you have completed over the last year.

(Choose from menu such as: First-Year Paper, Second-Year Paper, Passed Preliminary/Qualifying Exam, or Dissertation Proposal Defense)

Department-Specific Requirements (if applicable)

Will you be graduating within the next academic year?

In which year do you expect to be on the job market?

Please list your job placement, if known at this time

Please provide the titles, publication and co-author information for papers or works published, accepted (including forthcoming), under review, under revision and/or resubmitted, in progress and unpublished working papers

Please upload the most recent copies of working papers and publications

Describe new research in progress that is not yet in paper form. You may include co-authors, planned research, data collection already in progress, etc.

Please use this space for feedback or questions for your PhD Coordinator regarding research

List presentations to external (outside of Wharton) audiences (please indicate when, where and audience).

List presentations to internal (Wharton) audiences (please indicate when, where and audience)

List any conference, colloquiums, or other research-related or teaching-related events that you have attended (internal or external) in the last year

Provide information on any awards or other recognition you have received since last year\'s report. List awards, honors, fellowships, and other relevant recognition.

Please provide information on TA/RA involvement from the last year including course name, approximate hours per week spent on each course, and any other teaching-related responsibilities, etc.

Please use this space for feedback or questions for your PhD Coordinator regarding TA/RA. You may also use this space to describe teaching accomplishment since last year.

You may upload any teaching evaluations you have received from courses for your PhD Coordinator to review.

Leadership and Service - Please list any leadership or service positions inside/outside of the University: committees or boards, student groups, centers or program, mentorship or any other leadership or administrative position.

Please list your goals for the next academic year.

Please use this space for any questions or areas of concern or clarification you would like your PhD Coordinator to review

Please list your program advisor(s) if other than your Doctoral Coordinator

Please list dissertation advisor(s) and committee members (if applicable)

Please upload your current CV

INDEPENDENT STUDY COURSE APPROVAL FORM

The latest form can be downloaded from a link on the Doctoral Inside webpage:
https://doctoral-inside.wharton.upenn.edu/forms/

Wharton
UNIVERSITY of PENNSYLVANIA

DOCTORAL PROGRAMS

INDEPENDENT STUDY COURSE APPROVAL FORM

Current Term and Year: _______________

Student's Name: ___________________________________ **Penn ID:** ________________

Student's Department: ______________________ **E-Mail:** ___________________________

Instructor: ___________________________ **E-mail:** ______________________________

Dept/Div. ______________________________

Course Number: (_ _ _ _) 999
DEPT Sec Number

Total Credits: _________

All Wharton Ph.D. students are eligible to enroll in independent study courses if:

1) the course does not duplicate a Wharton course offered in the same semester,
2) the student has completed an introductory course in the same field as the independent study, and
3) the department approves.

The signatures below certify that these conditions have been met.

____
Student's signature Date

____
Instructor's signature Date

Once completed and signed, submit to your Department administrator for registration processing.
Return a copy of this form to: Wharton Doctoral Programs Office, Steinberg Hall-Dietrich Hall, 3620 Locust Walk/6302 Suite 430.

6/12/18

INDEPENDENT STUDY COURSE SECTION NUMBERS

All Marketing Department courses follow this format when sections are created. The Course number for Independent Study Courses for the Doctoral Program is 999. The section number is assigned based on which faculty member is overseeing the course. Choose from the section numbers listed in the table below.

M K T G - 9 9 9 - __ __ __

Department — Course Number — Section Number

If you want to pursue an Independent Study with **an instructor from another academic department**, you need to submit a form to that department so they can set up the course for you. It will assigned that department's course code and course number. The Marketing Department Course Coordinator does not have system access to set up a course in another department.

Section Number assignment (last 3 digits of course number)
Alphabetically by Instructor

Visitors	003
Visitors	007
Berger	042
Berman	076
Bradlow	018
Dew	084
Eliashberg	004
Fader	005
Iyengar	066
Kahn	010
Lamberton	085
McCoy	083
Mellers	070
Melumad	081
Meyer	013

Nave	079
Nevo	080
Niedermeier	059
Platt	077
Raju	025
Reed	033
Reibstein	016
Robertson	078
Sharif	082
Small	009
Van den Bulte	008
Williams	034
Yildirim	075
Zhang	031

NOTE: Visiting Professors will be assigned either 003 or 007. If the name of the instructor (with a Marketing Dept. appointment) is not on the list please check with the Marketing Department Course Coordinator.

Marketing Department
Doctoral Student/ Proctor Grader
Time Sheet

Name: ____

Penn ID: ____

Name of Professor/Supervisor: ________________________________

Course # MKTG -____

Department Policy:

Graders are permitted for course sections which have over 40 students. Your time should not exceed two hours of grading per enrolled student per semester. Hours worked by student graders may be turned in only twice during the semester, once after the mid-term examination and once after the final examination. If you are grading projects, then you will be required to submit your hours after all projects are completed. The form requires the faculty member for whom you are working to document the number of students enrolled in each class; the Department will not pay you without the signature of the faculty member.

Payment Requested:

NUMBER ENROLLED in section ________ x _______ HOURS PER STUDENT

(not to exceed two hours/semester per student)

Grader's Signature: ____

Signature of Professor/Supervisor: _____________________________

Date: ____

Student graders may submit time sheets only twice per semester, after mid-term and final exams are completed.

Reminder: Faculty need to provide you with an "Offer letter" stating terms of your responsibilities – and include such as salary, hours. The offer letter and this time sheet should be turned in to your Financial Coordinator

Procedure for Hard Copy Mailings:

The department will provide students with stationery supplies (i.e. envelopes, mailing labels) and assist doctoral students with the mailing of faculty recommendation letters for job application packets. Students provide addressed envelopes containing all materials except the recommendation letters; staff will print the letters of recommendation, insert them in the envelopes, and mail them out. In order to meet the July 1st application deadlines set by most institutions, students should be sensitive to the amount of time necessary to process the packets, especially those that need to be mailed overseas. Typically, overseas packages should be sent a week earlier than domestic ones.

A least three weeks prior to when the packet should be mailed

- Let the PhD administrative coordinator and administrative assistant know that you plan to do a hard copy mailing so that they can plan their time accordingly and provide you with labels and envelopes
- Provide the administrative staff with the names of the faculty members who will be writing your letters of recommendation so that ample letterhead is available. Note: If you are getting a letter of recommendation from a faculty member outside the Marketing Department, you should obtain a supply of their (or their department's) letterhead from them, for our staff to print their letters on.

A least one week prior to when the packet should be mailed, the administrative coordinators should be provided with:

- An e-mail from whoever is writing your letter(s) of recommendation with their letter attached (word document).
- Unsealed, ***addressed*** white Wharton envelopes containing photocopies of your CV and whatever papers and abstracts you are submitting as part of your application. Some schools also require a separate cover letter from the applicant, so include this in the envelope as well if needed.
- The list of names and addresses of the recipients of the recommendation letter in an excel spreadsheet using the headings shown in the table. Staff will use this to mail merge the information into the letters as shown in the example below:

Examples:

First	Last	Title	Address*	Salutation
Andrew A.	Mitchell	Patricia Ellison Professor of Marketing and Marketing Area Coordinator	Rotman School of Management University of Toronto 105 St. George Street Toronto, ON M5S 3E6 Canada	Andrew
Marketing Search Committee			Charles H. Lundquist College of Business University of Oregon 1208 University of Oregon Eugene, OR 97403	Colleagues

*include complete mailing address in one cell exactly how you want it to appear in the letter – remember to use ALT-ENTER to enter multiple lines in cells in Excel .

The examples above will appear in the actual letters as shown below:

June 19, 2015 Andrew A. Mitchell Patricia Ellison Professor of Marketing and Marketing Area Coordinator Rotman School of Management University of Toronto 105 St. George Street Toronto, ON M5S 3E6 Canada Dear Andrew,	June 17, 2015 Marketing Search Committee Charles H. Lundquist College of Business University of Oregon 1208 University of Oregon Eugene, OR 97403 Dear Colleagues,

Once all the information has been received, the administrative assistant will print and insert the recommendation letters into the stuffed envelopes you have assembled and mail the packets for you. Each year, less and less paper applications are being sent. If a student plans to send a large number of paper applications, it is recommended that they send lengthy papers to Wharton Reprographics to be copied (usually a one or two day turnaround) to avoid delays using the department copiers.

JOINT DOCTORAL DEGREE IN MARKETING AND PSYCHOLOGY

The Joint Doctoral Degree in Marketing and Psychology is a program offered between the Marketing Department in Wharton and the Psychology Department in the School of Arts and Sciences. The aim of the program is to build on shared research interests between the two groups, improve students' learning, and expand career opportunities after graduation.

This degree provides a unique opportunity for students to gain rigorous training across two departments and have a competitive advantage on the job market. For consumer researchers, psychology is one of the foundational disciplines that comprise the field of marketing. For psychologists, the marketplace is filled with questions and insights about human cognition and behavior. Thus, for students with a background in either discipline, the joint degree is a way to systematically become an expert in the intersection of these fields.

Admissions and Funding

Prospective students should apply to either department as their home department following the admissions procedures of that department. If admitted to either department, the student will then have the option to apply for the joint degree.

Funding, office space, and teaching requirements will be based on the policies of the home department.

Program Requirements

4 CU (credit units) of Marketing courses (see course list for titles/details)

- 1 CU of Quantitative Marketing courses (2 of the following: MKTG 954, 955, 956, 957)
- 1 CU of Consumer Behavior courses (2 of the following: MKTG 950, 951, 952, 953)
- 1 CU of Research Methods (MKTG 942 and MKTG 943)
- 1 CU of Measurement and Data Analysis in Marketing (MKTG 940 and MKTG 941)

3 CU of Supervised Research in Psychology (PSYC 699) – taken in 2 consecutive semesters (1 CU in one semester and 2 in the other). The student is required to write a paper and to be examined on it orally by a committee consisting of the adviser and at least two other faculty members. The Graduate Group chooses the additional faculty members for the committee based on suggestions from the adviser, who first consults with the student.

3 CU of Psychology Proseminars – distributed equally from Mind, Brain, and Individual/Group areas

2 CU of Statistics – 1 must be PSYC 611 (cross-listed with STAT 500)

1 Economics Course Sequence – Students are required to take one of the following three Economics sequences:

- ECON 701 (1.0 CU) and ECON 703 (1.0 CU) – Microeconomic Theory I & II OR
- ECON 681 (1.0 CU) – Microeconomic Theory and ECON 682 (1.0 CU) – Game Theory and Applications OR
- BEPP 950 (1.0 CU) – Managerial Economics

Marketing Qualifying Exam – taken in the year when most marketing courses are taken – typically Year 1 or Year 2

Psychology Qualifying Exams – consisting of two research papers and an oral defense

2 Research Papers for the Marketing degree**

Teaching Assistant responsibilities in accordance with departmental requirements

Dissertation with at least one dissertation committee member from each department.

***These papers may be used to satisfy psychology requirements if they meet the psychology department expectations.*

For more information, please contact the following Marketing Department faculty: *Deborah Small* ***or*** *Barbara Mellers*