

The Marketing Doctoral Program Credo

Some Things to Live By:

1. **The overriding goal of the program is to create excellent *scholars*.**
 - a. Please note that the goal is not to create excellent “students.”
 - b. We want you to become great faculty members.
 - c. Think of yourself as a very new assistant professor. This line of thinking should start on your first day.
2. **Think of the next four years as active training, not passing classes to get a degree.**
 - a. Think MD, not PhD
 - b. Oddly enough, simply trying to pass your classes is the surest way to fail.
 - c. Nobody will ever ask about your GPA.
3. **We will do everything we can to place you at your first choice school. Whether you get there is entirely up to you.**
 - a. Aim high and understand what it takes to meet your placement goal.
 - b. The goal is peer-reviewed *journals*.
 - c. Understand the journal hierarchy.
 - d. Let the market be the guide – i.e., WWW survey.
4. **Research is the key to getting a great job. Teaching is the key to getting a job.**
 - a. Great research opens many doors. Poor teaching closes them all.
 - b. We expect you to become proficient at both.
5. **Competition comes from the market, not from within these walls.**
 - a. You are all in this together. Treat each other as such.
 - b. If we find that you’re not a team player, we will see that you become one.
6. **Comprehensive exams do not necessarily identify excellent scholars.**
 - a. They may sometimes identify poor scholars, but not always the excellent ones.
 - b. The goal of this program is *not* to pass comps.
7. **The program is only as healthy as its graduates.**
 - a. You now have a vested interest in the program’s success.
 - b. Remember the program.