School of Marketing, University of NSW

Guidelines for PhD/ MPhil Defense Proposal

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1. Guidelines for Defense Proposal

1. Each student will defend their Thesis Proposal approximately half way through their program. For PhD students this is in their third session of enrolment, for MPhil students during their second session of enrolment. This involves submission of a formal Proposal document, and a presentation which is open to all School of Marketing Faculty and Research students. The student will present for 60 minutes, followed by 30 minutes of questions from the audience. This is then followed by a formal meeting of the Postgraduate Research Co-ordinator, the two Readers, and the Supervisor. Written feedback of the outcome will be provided to the student and supervisor.

2. Two Readers (usually from the School of Marketing) are assigned to assess and provide feedback for each Proposal.

3. The student and supervisor are to notify the Postgraduate Research Co-ordinator at least two months prior to the planned Defense presentation in order to allow time to solicit Readers and organize a presentation time within the School seminar series.

4. The Proposal document is to be submitted 4 weeks prior to the presentation.

5. The Proposal document should be written succinctly and be 50 - 80 pages (double spaced).

6. The Proposal document is to be complete, and should follow a journal article structure. It should address the following:
   - why is the topic important (motivation)
   - what has been done before (the literature review)
   - what are you doing (the conceptual model)
   - how are you doing it (methodology, including measurement)

7. The Proposal presentation is to reflect the Proposal document.
2. Outcomes for evaluation of Defense Proposal

There are four possible outcomes. The expectation is that the majority of Defense Proposal outcomes fall within the first three categories.

1. **Accept as is.** Student may proceed

2. **Accept with minor changes.** Student may proceed with minor changes to the satisfaction of the supervisor. *Time frame within 2-4 weeks.*

3. **Major changes.** Major changes requiring detailed response by student as to how these changes will be implemented. *Time frame within 4-6 weeks.*

4. **Major Changes to proposal document and new presentation.** Major changes requiring detailed response by student as to how these changes will be implemented, plus a resubmission of proposal document & new presentation. *Time frame within 6 months.*
3. Evaluation Form for PhD/ MPhil Defense Proposal and Presentation

Name of Reader: ________________________________

Date:_____________________

Student name: ____________________________________

Thesis:_________________________________________________________________
_______________________________________________________________________

Your evaluation: tick appropriate cell for each criteria

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<thead>
<tr>
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<th>Accept as is</th>
<th>Accept with minor changes</th>
<th>Major changes</th>
<th>Major Changes to proposal document and new presentation</th>
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<tr>
<td>Research problem</td>
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<td>Justification for hypotheses</td>
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<td>Conceptual model</td>
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<td>Contribution to knowledge</td>
<td>Student may proceed</td>
<td>Student may proceed with minor changes to the satisfaction of the supervisor. <em>Time frame within 2-4 weeks.</em></td>
<td>Major changes requiring detailed response by student as to how these changes will be implemented. <em>Time frame within 4-6 weeks.</em></td>
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Note: Additional comments are required wherever a recommendation for minor or major changes are made. Further, your general comments that you might wish to be conveyed to the student should be noted on the attached pages

Signature of Reader : _________________________________

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