

# MKT 899 Agreement and Proposal *(for use starting Spring 2019)*

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This form should only be completed by Masters in Marketing (MSM) students enrolling in MKT 899 in order to complete the MSM capstone requirement.

## To be completed by student:

Student name: \_\_\_\_\_

Student ID: \_\_\_\_\_

Year: \_\_\_\_\_

Student Phone: \_\_\_\_\_

Semester (circle one): Fall Spring Summer

Student Email: \_\_\_\_\_

Credit Hours Required: 3 credits; approximately 135 hours of research, reading, writing, meeting faculty, editing, etc.

Title of Thesis: \_\_\_\_\_

## Please note:

- Read the policies below and be familiar with them.
  - You are responsible for finding a full-time faculty member to help develop a thesis proposal and to supervise thesis work. The faculty member may suggest readings/direction and help you further develop your research proposal. However, do some preliminary work on your idea (e.g., research questions, bibliography) before meeting the professor, so as to show your motivation and that you have some basic knowledge on the topic.
  - You will be registered for this course after it has been approved by faculty and MSM Program Director.
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## Policies:

- Students must have a GPA of 3.0 or higher. In addition, students have completed at least 1 semester (the equivalent of 12 credits) of their MSM degree. Faculty must confirm this through a department assistant or by checking a recently printed program evaluation.
  - Only full-time faculty are allowed to supervise a masters thesis.
  - Masters thesis proposals cannot replace or duplicate an existing course.
  - Deadline: FIVE business days before the end of the add/drop period for the semester you plan to complete it submit your masters thesis proposal MSM Program Director. If the MSM Program Director denies the proposal *and sufficient time remains within the deadline window*, you may submit a revised proposal with faculty approval.
  - If an incomplete grade is warranted at the end of the semester, faculty and student should jointly fill out the Incomplete Extension Form before an "I" grade is submitted online. Both faculty and student should keep a copy. The form can found online (OneSource link at bottom of website) or through a department assistant.
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## To be completed by supervising faculty:

Faculty name (print): \_\_\_\_\_ Department: \_\_\_\_\_

Faculty Signature: \_\_\_\_\_

*I confirm that I have met with this student and agree to supervise the attached proposal. The amount of work proposed is consistent with Suffolk's University's definition of credit hour. I will be available to provide advice and feedback, review drafts, and guide the student's research project during the semester it is to be completed.*

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## Approvals:

The proposal should be described on the following pages. Final approval is contingent upon review for qualification, academic rigor, and credit hour compliance (*contact your chair or the Dean's Office for details about credit hour expectations/rigor*):

MSM Program Director's signature: \_\_\_\_\_ Date: \_\_\_\_\_  approved  denied

Explanation if denied: \_\_\_\_\_

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# MKT 899 Proposal Guidelines

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A student will work with a fulltime faculty member to conduct a research study and write a scholarly manuscript. Two or more Marketing faculty colleagues will be asked to serve as outside readers (as available). The student will make an oral presentation to the faculty supervisor and readers. The presentation will be announced and open to the public.

**Your proposal must detail the following:**

**1. Title of project**

The title should be something unique to your research.

**2. What research questions will be explored through the project?**

What are the academic goals of the project?

**3. How will the student research these questions?**

What methods will be used to complete this project?

**4. Assignments, meetings, and due dates:**

- a) What are the deliverables? Typical projects include a literature review and may involve doing secondary and/or primary data collection. Primary research will include research design, data collection, and data analysis. All projects require a written report, and all students will present their work in an oral presentation to members of the Marketing Department faculty.
- b) Provide a timeline of when the assignments when are due.
- c) Describe the anticipated direct contact hours between faculty/student. When will you meet?

**5. Grading:**

Explain how the masters thesis grade will be calculated (e.g., what % of the grade is allocated to each assignment, draft, etc.).

**6. Preliminary Reading List:**

Please provide a bibliography of articles and books relevant to the research. If the topic it is still being developed, indicate a general amount/type of readings. Please note that "Internet research" is not a sufficient description.