

**PROPOSAL FOR
Graduate Interdisciplinary Specialization (GIS) in
“Quantitative Methods in Consumer Behavior”**

Proposing Programs

Statistics

Contact: Angela Dean
Statistics Department
323 Cockins Hall
1958 Neil Avenue
Tel: 292-0292
FAX: 292-2096
email: dean.9@osu.edu

Marketing

Contact: Greg Allenby
Marketing Department
College of Business
540 Fisher Hall
2100 Neil Avenue
Tel: 292-9452
FAX:292-0879
email: allenby@cob.osu.edu

Psychology

Contact: Trisha Van Zandt
Psychology Department
230 Lazenby Hall
1827 Neil Avenue
Tel: 614-688-4081
FAX: 614-292-5601
email: van-zandt.2@osu.edu

Proposed GIS in “Quantitative Methods in Consumer Behavior”

Description

Human behavior reflects a complex, multi-staged process that begins with an individual allocating resources to affect his or her environment and to improve his or her state of being. The proposed GIS concerns the study of human behavior in the marketplace in making decisions and choices about available products. This study has wider implications to everyday life. For example, activities such as walking the dog, preparing meals, bringing the car to the repair shop, choosing a graduate school, are all done to adjust one’s relationship with the environment and all require choices and decisions.

The understanding and modeling of consumer behavior requires the researcher to (i) be adept at using statistical methods, especially hierarchical Bayesian modeling with known finite sample properties, (ii) have an appreciation of consumer behavior as seen in the marketplace and in the context of everyday life, (iii) have an understanding of underlying psychological processes that prompt consumers to allocate their cognitive resources and make decisions.

Graduate students who are interested in consumer behavior, either as a major component of their training or as a complement to their major area, tend to come from one of three departments: Marketing, Statistics or Psychology. Currently, graduate students tend to be trained wholly within their home department, but may have requirements from advisors to take courses in one or both of the other two departments. For example:

- graduate students in Marketing are required by some advisors to take a number of Statistics courses and a few gain a Master of Applied Statistics (MAS) degree.
- graduate students majoring in Psychology may also obtain a Master of Applied Statistics (MAS), and may or may not take Marketing courses;
- graduate students from the Statistics Department have no formal requirements for courses outside the department, but a number take Psychology or Marketing courses as electives.

There is a growing interest from students in formalizing their studies in Quantitative Methods in Consumer Behavior. This is evidenced by student voluntary attendance at an interdisciplinary colloquium series. Every quarter since Spring 2004, faculty from the three departments, Statistics, Marketing, Psychology, have been running a series of interdisciplinary colloquia designed to stimulate joint research and to attract graduate students to this area. Each individual colloquium has been attended by 6–10 faculty and 10–20 students.

Six Ph.D. students from the three departments are currently pursuing research topics related to the subject of the proposed GIS. Some of these students have faculty from more than one department on their dissertation committees

and some are supported by a 4-year interdisciplinary grant awarded by the National Science Foundation to seven faculty members from Statistics, Psychology and Marketing. Currently there is no mechanism whereby these students can obtain formal recognition of the interdisciplinary nature of their research.

The purpose of the proposed GIS in “Quantitative Methods in Consumer Behavior” is to formalize a thriving ad hoc program, to ensure that the training of these students is broad based through required courses in statistics, marketing and psychology, and to increase the range of employment opportunities open to students with interests in this area by means of a university accredited program.

TARGETED STUDENT POPULATION

The Statistics Department brings in many highly qualified PhD students who have excellent backgrounds in Business, Economics and/or Psychology. A number of these students are extremely interested in interdisciplinary studies. PhD students in Marketing and Quantitative Psychology tend to have sufficient quantitative backgrounds to be able to take a number of Statistics PhD courses. Thus there is already a pool of talented students who form a natural recruiting base for the proposed GIS. Other departments around campus, such as the Department of Consumer Science also have students with interests in these areas.

The GIS will be advertised in the promotional material of the three departments and on their respective websites. In addition, it will be advertised directly to students and faculty within Marketing, Psychology and Statistics through emails concerning the interdisciplinary colloquia. It will be advertised to graduate students from outside these departments through Statistics and Psychology methods courses, such as Stat 520, 521, 528, 529, 530 and Psy 608, 609, 617, 708, 831.

In the first two years of the program, we anticipate an enrollment of 4–6 students with a gradual increase over the years up to about 8 students.

PROPOSED CURRICULUM

Students must take all core courses and additional electives for a combined total of 21-23 hours. Students must obtain at a least a grade of B in all GIS courses. Any courses that form part of the student’s home degree requirement do not count towards the GIS. Students from within the three sponsoring departments (Statistics, Psychology, Marketing), will therefore be taking 17-19 hours of core courses. Students from *outside* the three sponsoring departments will *either* need to take all six core courses *or* obtain permission from the GIS

co-ordinator to substitute up to two alternative *equivalent* courses, which may possibly come from the student's degree program. At least one core course must be taken from each of the three sponsoring departments.

In addition, students are expected to attend the interdisciplinary colloquium series during at least one term. Students may sign up for one hour credit of 893 per term with the permission of the GIS co-ordinator and up to 3 hours may be applied towards the elective requirement.

Core:

Course descriptions are given at the end of the document.

Statistics 610, 623 (10 hours) OR Statistics 621, 622 (8 hours) Statistical Theory
 Bus M&L 951 (5 hours) PhD Seminar on Marketing Models
 Bus M&L 952 (4 hours) Consumer Behavior
 Psy 508 OR Psy 708 (5 hours) Psychology of Judgement and Decision Making
 Psy 608 (3 hours) Introduction to Mathematical Psychology

Electives (selection to be approved by the GIS co-ordinator)

Stat 641 (5 hours) Design and analysis of experiments
 Stat 651 (4 hours) Survey sampling methods
 Stat 656 (5 hours) Multivariate analysis (pre-req 645)
 Stat 742 (3 hours) Analysis of Variance (pre-req lin alg)
 Stat 746 (3 hours) Design and analysis of experiments (pre-req 742)
 Stat 820 (3 hours) Statistical Inference (pre-req 622)
 Stat 825 (3 hours) Advanced Bayesian Analysis
 Bus M&L 954 (5 hours) Recent advancements in Marketing Research
 Bus M&L 955 (4 hours) PhD Seminar on Consumer Behavior
 Psy 609 (4 hours) Introduction to Mathematical Models in Experimental Psychology
 Psy 617 (4 hours) Neural Network Models in Psychology
 Psy 820 (4 hours) Fundamentals of Factor Analysis
 Psy 830 (4 hours) Covariance Structure Models
 Psy 831 (5 hours) Graduate Seminar in Judgement and Decision Making

Other relevant courses from other departments may also be counted as approved electives when appropriate and with approval of the GIS co-ordinator and the student's advisor. These courses include offerings such as:

FM RES M 881 (5 hours) Quantitative Methods in Family Resource Management
 ECON 819 (5 hours) Economic Behavior under Uncertainty
 SOCIOL 712 (5 hours) Social Networks
 SOCIOL 851 (5 hours) Hierarchical Linear Models

ADMINISTRATIVE ARRANGEMENTS AND SUPPORT

The Graduate Studies Chairs of the three sponsoring departments, Statistics, Marketing and Psychology, have all indicated support for the GIS (see accompanying letters). The three departments already have recruiting procedures in place for graduate student entry. Students in the proposed GIS will be admitted to one of these departments in the usual way and can apply for admittance to the GIS in “Quantitative Methods in Consumer Behavior” in their second or third year of study. Students from outside the three sponsoring departments will be admitted to the GIS if their background skills are sufficient to allow them to take the core courses successfully.

The GIS oversight committee will be composed initially of six research faculty Dean, MacEachern, Peruggia from Statistics, Allenby from Marketing, Browne and Van Zandt from Psychology. The program will be administered by the three departments on the following rotation:

| Current administer | Outgoing administer |
|-------------------------|---------------------|
| Dean (Statistics) | Allenby |
| Van Zandt (Psychology) | Dean |
| MacEachern (Statistics) | Van Zandt |
| Allenby (Marketing) | MacEachern |
| Browne (Psychology) | Allenby |
| Peruggia (Statistics) | Browne |

The GIS Program Form and details concerning enrollment and the interdisciplinary colloquia will be obtainable from the website:

http://www.stat.ohio-state.edu/~amd/consumer_behavior.html

APPENDIX
COURSE DESCRIPTIONS**Core:****Statistics 610, 623 (10 hours)**

Introduction to probability, random variables, and distribution theory intended primarily for students in MAS degree program.

Estimation, hypothesis tests, best tests, likelihood ratio tests, confidence sets, sufficiency, efficient estimators; intended primarily for students in the MAS degree program.

Statistics 621, 622 (8 hours) Statistical Theory

Sufficiency, maximum likelihood estimation, minimum variance unbiased estimation, Bayes estimation, decision theory.

Likelihood ratio tests, Neyman Pearson theorem and uniformly most powerful tests, confidence intervals, applications to linear models. (Pre-requisite Stat 620)

Bus M&L 951 (5 hours) Marketing Models

A study of recent model-based research in the marketing literature; emphasis on the strengths and weaknesses of various modeling approaches in specific problem areas and evaluation of model-based research.

Bus M&L 952 (4 hours) Consumer Behavior

Study of the academic literature on consumer behavior with emphasis on the theoretical and empirical contributions of consumer research.

Psy 508 (5 hours) Psychology of Judgment and Decision Making

An overview of current models and empirical research on cognitive processes in human decision-making and judgment under risk or uncertainty.

Psy 608 (3 hours) Introduction to Mathematical Psychology

Survey of current topics in mathematical psychology; topics include measurement theory, scaling, utility theory, subjective probability, decision making in uncertain situations, choice theory.

Psy 708 (5 hours) Psychology of Judgment and Decision Making

Introductory graduate course in the psychology of judgment and decision making including applications to health, law, economics, environmental issues, and social, cognitive, and clinical psychology.

Electives**Stat 641 (5 hours) Design and analysis of experiments**

The linear model for experimental designs; analysis of variance; factorial experiments; and block designs.

Stat 651 (4 hours) Survey sampling methods

Sampling from finite populations, simple random, stratified, systematic, and cluster sampling designs, ratio and regression estimates; non-sampling errors.

Stat 656 (5 hours) Multivariate analysis (pre-req 645)

Matrix computation of summary statistics, geometry of sample data; multivariate normal distribution; MANOVA; principal components; discriminant analysis; topics may include factor analysis, cluster analysis, canonical correlation.

Stat 742 (3 hours) Analysis of Variance (pre-req lin alg)

Theory of the general linear model; least square estimates and properties, especially in non-full rank models; analysis of variance technique; factorial designs.

Stat 746 (3 hours) Design and analysis of experiments (pre-req 742)

A continuation of 742; various experimental designs; analysis of covariance, mixed and random models.

Stat 820 (3 hours) Statistical Inference (pre-req 622)

Statistical decision theory, foundations of statistics, Bayesian analysis, sequential analysis, sequential probability ratio test.

Stat 825 (3 hours) Advanced Bayesian Analysis

Bayesian computation, nonparametric Bayes methods, semiparametric Bayes methods, robust Bayesian analysis, complex Bayesian models.

Bus M&L 954 (5 hours) Recent Advancements in Marketing Research

Provide students with exposure to leading marketing scholars and their most current research and give them an opportunity to critically evaluate it.

Bus M&L 955 (5 hours) Seminar in Contemporary Marketing Problems

Review of current periodical literature and individual investigation by each student of a selected marketing problem of contemporary significance for seminar discussion and written report.

Psy 609 (4 hours) Introduction to Mathematical Models in Experimental Psychology

A survey of mathematical models and theories in important areas of experimental psychology; models of perceptual and cognitive processes, memory, and learning.

Psy 617 (4 hours) Neural Network Models in Psychology

Basic principles of neural network modeling and their applications in perception, memory, and language.

Psy 820 (4 hours) Fundamentals of Factor Analysis

Basic Common Factor Model and its application in psychology; model, communality estimation, factor extraction, orthogonal and oblique rotation, factor scores, confirmatory factor analysis use of computer programs.

Psy 830 (4 hours) Covariance Structure Models

Theory and methods of testing models of covariance structures; general mathematical model, identification, parameter estimation, goodness of fit, model modification, and the use of computer programs such as LISREL.

Psy 831 (5 hours) Seminars in Psychological Statistics

These special topics seminars focus on statistical practice within psychology and special treatment of psychological data. They include Experimental Design, Factor Analysis and Hierarchical Modeling, Bayesian Modeling, Computer Simulation, and Parameter Estimation.

FM RES M 881 (5 hours) Quantitative Methods in Family Resource Management

Multivariate statistical methods are applied to research questions in family resource management. The emphasis is on advanced topics relevant to analysis of cross-sectional data.

ECON 819 (5 hours) Economic Behavior under Uncertainty

Axiomatic approaches to economic behavior under uncertainty, classical expected utility paradigm, subjective probability, and behavioral theory of economic choice under uncertainty.

SOCIOL 712 (5 hours) Social Networks

The theory, substance, and methods for understanding patterns, causes, and consequences of relationships among populations of actors.

SOCIOL 851 (5 hours) Hierarchical Linear Models

Introduction to hierarchical linear and nonlinear models; review of three level, latent growth curve, cross-classified, and latent variable models for hierarchical data.

SAMPLE ENROLLMENT FORM

**Graduate Interdisciplinary Specialization in
Quantitative Methods in Consumer Behavior**

For admission to the program please complete both pages of the Student Information Form as soon as possible and return it to the GIS Co-ordinator:

Attention: GIS in Quantitative Methods in Consumer Behavior
c/o Professor Angela Dean
Statistics Department, 323 Cockins Hall
The Ohio State University
1958 Neil Avenue, Columbus, OH 43210

STUDENT INFORMATION FORM

Name: _____.

Department: _____.

Campus Address: _____.

_____.

_____.

_____.

Campus Phone: _____.

Email Address: _____.

Degree Program (eg. Ph.D. in Statistics): _____.

Anticipated Graduation Date: _____.

Advisor + telephone number: _____.

Student Signature: _____ Date: _____.

Advisor Signature: _____ Date: _____.

PLAN OF STUDY FOR GIS

**Below please list the courses you have taken or are planning to take
for the Graduate Interdisciplinary Specialization in Survey
Research.**

| Department | Course Number | Course Title | Credit Hours | Quarter Taken or Planned | Grade |
|------------|------------------|--------------|-----------------|-----------------------------|-------|
|------------|------------------|--------------|-----------------|-----------------------------|-------|

Student Signature: _____.

Date: _____.



Department of Consumer Sciences

College of Education and Human Ecology
231 Campbell Hall
1787 Neil Avenue
Columbus, OH 43210-1295

Phone (614) 292-4389
Fax (614) 688-8133
www.ehe.osu.edu/cs

January 16, 2009

Curriculum Committee
The Council on Research and Graduate Studies
Graduate School
250 University Hall
230 N. Oval Hall
Columbus, OH 43210-1366

Dear Colleagues,

This letter indicates the Department of Consumer Sciences support for the proposed GIS in "Quantitative Methods in Consumer Behavior". The proposed curriculum and administrative arrangements are acceptable to the Department and we are pleased that the course, CSFMRS 881 Quantitative Methods in Family Resource Management, is included on the list of accepted electives.

Sincerely,

A handwritten signature in black ink that reads "Catherine P. Montalto".

Catherine P. Montalto
Graduate Studies Chair
Department of Consumer Sciences



December 12, 2008

Curriculum Committee
The Council on Research and Graduate Studies
Graduate School
250 and 247 University Hall
230 N. Oval Mall
Columbus, OH 43210-1366

Dear Colleagues

re: Proposed GIS in "Quantitative Methods in Consumer Behavior"

The proposed GIS has been approved by the Curriculum Committee of the Department of Statistics. The proposed curriculum and administrative arrangements are acceptable to the Department and we will lend support to those of our students who desire to obtain this Specialization as part of their studies in Statistics.

I am pleased to support the proposal on behalf of the Graduate Studies Committee of the Department of Statistics.

Sincerely

A handwritten signature in cursive script that reads "Elizabeth A. Stasny".

Elizabeth Stasny
Graduate Studies Chair
Department of Statistics



Department of Psychology

225 Psychology Building
1835 Neil Avenue
Columbus, OH 43210

www.psy-ohio.state.edu

December 12, 2008

Curriculum Committee
The Council on Research and Graduate Studies
Graduate School
250 and 247 University Hall
230 N. Oval Mall
Columbus, OH 43210-1366

Dear Colleagues

The proposed GIS in "Quantitative Methods in Consumer Behavior" has been approved by the Curriculum Committee of the Department of Psychology. The proposed curriculum and administrative arrangements are acceptable to the Department and we will lend support to those of our students who desire to obtain this Specialization as part of their studies in Psychology.

I am pleased to support the proposal on behalf of the Graduate Studies Committee of the Department of Psychology.

Sincerely

A handwritten signature in black ink, appearing to read "M. Vasey".

Michael W. Vasey, Ph.D.
Graduate Studies Chair
Department of Psychology

I am pleased to concur with our department's Graduate Studies Committee.

A handwritten signature in black ink, appearing to read "R. Petty".

Richard E. Petty, Ph.D.
Professor and Chair
Department of Psychology



FISHER
COLLEGE OF BUSINESS

April 15, 2008

Dr. Patrick S. Osmer
Vice Provost and Dean
Graduate School
The Ohio State University
250 University Hall
CAMPUS

Dear Pat:

I am happy to signal the support of the Fisher College for the "Quantitative Methods in Consumer Behavior" Graduate Interdisciplinary Specialization (GIS) proposal. This proposal was approved by Fisher's Graduate Education in Business Administration Committee, chaired by Professor Ingrid Werner. You should receive a separate letter of support from her.

We are pleased to see faculty in Marketing, Psychology, and Statistics working together in this context and believe that interested Ph.D. students in the three curricular areas will be strengthened by the collaboration.

Sincerely,

A handwritten signature in black ink that reads "Steve Mangum / sz".

Stephen L. Mangum
Interim Dean

cc: Allenby

Office of the Dean

FISHER
COLLEGE OF BUSINESS
THE OHIO STATE UNIVERSITY

DEPARTMENT OF FINANCE

Dean Patrick Osmer
Graduate School
The Ohio State University
250 University Hall
230 North Oval Mall
Columbus, OH 43210-1366

May 9, 2008

Dear Dean Osmer,

I am delighted to support the attached proposal for a Graduate Interdisciplinary Specialization (GIS) in "Quantitative Methods in Consumer Behavior." This is a program designed for students already enrolled in the PhD programs in Marketing, Psychology, and Statistics. The program was approved by the Graduate Education Curriculum Committee on December 17, 2004 (see attached memo). We now seek approval from the Graduate School for this new and exciting GIS.

The three faculty members that are behind the proposal (Dean, Allenby, and Van Zandt) are working together on a large-scale research project, and have generated a significant NSF grant for The Ohio State University. They have also successfully launched an interdisciplinary colloquium series, which has generated considerable interest from graduate students in all three departments.

The proposed "Quantitative Methods in Consumer Behavior" program would enable students interested in interdisciplinary research in these three departments to better communicate the nature of their degree. The formalization of the program would also emphasize the great value added that the students obtain by being exposed to interdisciplinary approaches as well as methodologies outside their own fields of specialization.

From the attached proposal, it is clear that the group of faculty members has given considerable thought to the design of the program. Students would initially be recruited from within the existing three programs, and hence no additional resources are requested for the program's implementation. We believe that this new program will serve as a draw in attracting the most qualified students to the Marketing, Psychology, and Statistics programs.

Sincerely yours,



Prof. Ingrid M. Werner
PhD Program Director, Business Administration (GSCC)

From: [Elliot Slotnick](#)
To: [Dena Myers](#)
Subject: FW:
Date: Friday, May 29, 2009 1:08:46 PM

Item one beyond the proposal material

From: Elliot Slotnick
Sent: Tuesday, January 13, 2009 3:17 PM
To: 'dean.9@osu.edu'; 'allenby@cob.osu.edu'; 'van-zandt.2@osu.edu'
Cc: Dena Myers
Subject:

Dear Professors Dean, Allenby and Van Zandt,

Your proposal to establish a Graduate Interdisciplinary Specialization in “Quantitative Methods in Consumer Behavior” was reviewed by the Curriculum Committee today and it was endorsed “in principle.” That is to say that one small change was requested (remove Business M@L 952 from page 7’s list of electives since this is a required core course for the GIS) as was one additional letter of support (concurrence from Consumer Sciences).

I would make the page 7 change myself if I could—but could you please send me an electronic copy of the proposal with the change made? As soon as we receive that and a Consumer Sciences concurrence letter we will send the proposal forward to the full Graduate Council with the Committee’s endorsement for approval. Once clearing the Graduate Council the proposal will then be sent to Randy Smith for final vetting by the Council on Academic Affairs (CAA).

Best,
elliot

From: [Elliot Slotnick](#)
To: [Dena Myers](#)
Subject: FW:
Date: Friday, May 29, 2009 1:10:06 PM
Attachments: [GIS-16jan09.pdf](#)

Whoops! Use this for the basic proposal to send forward--but make sure to include all the other material from the earlier e-mail...

-----Original Message-----

From: amd@stat.osu.edu [<mailto:amd@stat.osu.edu>]
Sent: Friday, January 16, 2009 2:53 PM
To: Elliot Slotnick
Cc: dean.9@osu.edu; allenby@cob.osu.edu; van-zandt.2@osu.edu; Dena Myers
Subject: Re:

Dear Elliot

Thank you very much for the good news about the progress of our GIS.
Attached is a revised copy (dated 16 jan 09) with Business M@L 952 removed from the electives on page 7.

Many thanks for your help with this proposal and for the Committee's endorsement.

Best wishes
Angela

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>
> Best,
>
> elliot
>

From: [Elliot Slotnick](#)
To: [Dena Myers](#)
Subject: FW:
Date: Friday, May 29, 2009 1:11:03 PM

Item 3

-----Original Message-----

From: Elliot Slotnick
Sent: Friday, January 16, 2009 4:43 PM
To: 'amd@stat.osu.edu'
Cc: dean.9@osu.edu; allenby@cob.osu.edu; van-zandt.2@osu.edu; Dena Myers
Subject: RE:

Thanks, Angela. We also have the requested letter in hand so we're "virtually" there. Since my note to you, a committee member raised a question about the total number of hours in the core exceeding both your requirements and allowance for the GIS program. That's not really the case, as I see it, since you've not allowed for students to obtain GIS credit for core courses in their home programs because those courses are required for them already. Fair enough for the students in your three targeted programs, all of whom can fit the core and very limited elective credits within the program's parameters. But might you add something about the curriculum requirements for any students beyond the three targeted programs? I'm assuming that ALL of their coursework must come from the core--since those courses are all required and add up to more than what is needed to complete the GIS. Can you fashion a rule about those courses that keeps such students within the allowed credit hour maximums for a GIS?

Sorry for this eleventh hour request, but the matter was not taken note of until after the meeting--and you were so quick to make the fix I requested that I didn't get to raise this concern with you. Attending to it now should save time when we take this to the Council and when it goes on to CAA.

Thanks and best for the weekend.

elliott

-----Original Message-----

From: amd@stat.osu.edu [<mailto:amd@stat.osu.edu>]
Sent: Friday, January 16, 2009 2:53 PM
To: Elliot Slotnick
Cc: dean.9@osu.edu; allenby@cob.osu.edu; van-zandt.2@osu.edu; Dena Myers
Subject: Re:

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>
>
>
> Best,
>
> elliot
>
>

From: [Elliot Slotnick](#)
To: [Dena Myers](#)
Subject: FW: GIS in QM in Consumer Behavior
Date: Friday, May 29, 2009 1:12:12 PM
Attachments: [GIS-6feb09.pdf](#)

#4--Use this version of proposal and, as well,, the cover note...
Thanks,
e

-----Original Message-----

From: amd@stat.osu.edu [<mailto:amd@stat.osu.edu>]
Sent: Friday, February 06, 2009 4:30 PM
To: Elliot Slotnick
Cc: amd@stat.osu.edu; dean.9@osu.edu; allenby@cob.osu.edu; van-zandt.2@osu.edu; Dena Myers
Subject: RE: GIS in QM in Consumer Behavior

Dear Elliot

Sorry for the delay in getting back to you--it got tied up with my packing and moving from UK to US.

Many thanks for your comments -- and yes, you are right.
We had actually already attempted to deal with the question that was raised on the last 2 lines on page 3 and top of page 4, which said:

" Students from outside the three sponsoring departments will need to take all six core courses *OR* obtain permission from the GIS co-ordinator to substitute up to two alternative equivalent courses; in the latter case, at least one core course must be taken from each of the three sponsoring departments."

Thus, if they were to substitute equivalent courses from their own program then they will be below the requirement, just as those from Stat, Psy, and Mktg will. In the attached version, I have reworded the sentence so that it is a clearer -- also see below. Do you think that will be sufficient to deal with the query?

Many thanks!
Angela

ORIGINAL_____

Students must take all core courses and additional electives for a combined total of 21-23 hours. Students must obtain at a least a grade of B in all GIS courses. For students from within the three sponsoring departments (Statistics, Psychology, Marketing), the proposed core courses from their home department form part of their home degree requirement and do not count towards the GIS. Students from outside the three sponsoring departments will need to take all six core courses or obtain permission from the GIS co-ordinator to substitute up to two alternative equivalent courses; in the latter case, at least one core course must be taken from each of the three sponsoring departments.

REWORDED_____

Students must take all core courses and additional electives for a combined total of 21-23 hours. Students must obtain at a least a grade of B in all GIS courses. Any courses that form part of the student's home degree requirement do not count towards the GIS. Students from within the three sponsoring departments (Statistics, Psychology, Marketing), will therefore be taking 17-19 hours of core courses. Students from {outside} the three sponsoring departments will {either} need to take all six

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> elliot

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> To: Elliot Slotnick
> Cc: dean.9@osu.edu; allenby@cob.osu.edu; van-zandt.2@osu.edu; Dena
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> Subject: Re:

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>> Specialization
>
>> in "Quantitative Methods in Consumer Behavior" was reviewed by the
>> Curriculum Committee today and it was endorsed "in principle." That
>> is
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>> to say that one small change was requested (remove Business M@L 952
>> from page 7's list of electives since this is a required core course
>> for the
>> GIS) as was one additional letter of support (concurrence from
>> Consumer Sciences).
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>> I would make the page 7 change myself if I could-but could you please
>> send me an electronic copy of the proposal with the change made? As
>> soon as we receive that and a Consumer Sciences concurrence letter we
>> will send the proposal forward to the full Graduate Council with the
>> Committee's endorsement for approval. Once clearing the Graduate
>> Council the proposal will then be sent to Randy Smith for final
>> vetting by the Council on Academic Affairs (CAA).
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>> Best,
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>> elliot
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**Graduate Council
March 9, 2009
226 University Hall
Meeting Minutes**

Graduate Council Members Present:

Ana Azevedo, Jim Bartholomew, Ginny Bumgardner, Teresa Early, Mike Lairmore, Rattan Lal, Walter Lempert, Jason Marion, Anne McCoy, Ruth Peterson, Constantine Psimopoulos, Jim Phelan, Ingrid Werner

Graduate School Staff Present: Patrick Osmer, Ann Salimbene, Elliot Slotnick, Kathleen Wallace, Tim Watson, Susan Reeser (recorder)

Approval of Minutes

- The minutes from the January 12, 2009, Graduate Council meeting were approved as submitted with the removal of Anne McCoy's name from the attendance roster.

A. Announcements –Dean Pat Osmer

- The graduate programs have been notified about the outcome of the Graduate School's Enrichment and University Fellowship awards competition.
- Responses have been received from college deans with updates on their doctoral program reviews for Dean Osmer's presentation to the Board of Trustees on April 2.
- The task forces on life sciences and environmental sciences are proceeding well and the data collection is mostly completed. The task forces are now beginning to evaluate their findings and make recommendations on next steps.

B. For review

1) Report of the subcommittee on electronic submission of the Master's theses

Council members Jim Phelan, Ruth Peterson, and Walter Lempert comprised a subcommittee to investigate if public dissemination of the electronically submitted MFA theses will hamper students' efforts to later publish their creative works. The subcommittee determined that while electronic submission was acceptable, complete access to theses was not. They are also hoping to propose a system that will allow the Graduate School to implement a system of uniform petition procedures that will be appropriate for various disciplines. Tim Watson, Graduate School director for Graduation Services, explained the Graduate School's current process and forms that students' use to petition to delay dissemination of Ohio State dissertations and theses.

Questions were voiced about copyright issues, what happens after the five year delay, and should access be deferred indefinitely. Council members hoped to find a way to streamline the delay process and include faculty concurrence. It was noted that all master's and doctoral students meet together with their advisors when they present their final oral defense. Associate Dean Slotnick suggested that the defense forms be revised to include the petition to delay dissemination. The Graduate School will work on this revision.

- **Next steps are for members of the Graduate School to meet with the University Library staff to determine if the archival process for dissertations and theses is working and to report back to Council at the next meeting.**

2) Change in Ph.D. requirement from 135 credit hours to 120

The Graduate School is proposing to change the number of credit hours for the Ph.D. degree from 135 to 120. The change is being instituted to assist student who fall short of meeting the 135 hour Ph.D. requirement due to the three-credit, post-candidacy full-time enrollment policy. Council members were urged to send Dean Osmer any examples of cases where this change could negatively affect graduate students. A final review of the policy will take place at the next Council meeting.

C. Graduate Council Curriculum Committee Reports and Actions

– Theresa Early, Liaison

- Proposal from the Department of Statistics, Psychology, and Marketing to create a Graduate Interdisciplinary Specialization in Quantitative Methods in Consumer Behavior institute.
— **The proposal was approved.**

D. For introductory discussion

1) Setting goals for time to degree and Ph.D. degree completion

This issue was not discussed and will be deferred to the next meeting.

2) Doctoral resident requirement

Currently the *Graduate School Handbook* rules on doctoral residency requirement states that a minimum of 45 graduate credit hours must be completed at Ohio State, a minimum of three out of four consecutive quarters with an enrollment of at least 10 graduate credit hours per quarter, and a minimum of six graduate credit hours over a period of a least two quarter must be completed after admission to candidacy. Due to the recent changes to the three credit hour post-candidacy full-time registration, the Graduate School is requesting that the rule for the doctoral residency requirement be changed to a minimum of three out of four consecutive quarters and with an enrollment of at least nine graduate credit hours (a change from 10 credit hours) per quarter must be completed prior to attaining candidacy at Ohio State. Reducing the credit hours from 10 to 9 will bring the credit hour requirement in line with the full-time requirements for graduate associates (9 hours). There was some discussion about whether the pre-candidacy stipulation conflicts with the post-masters' credit requirement. The Graduate School will consider this in its revision. The proposal will be revised and presented again at the next meeting.

E. Other topics of discussion expressed by Council members were:

1) Schedule for spring quarter meetings

It was determined that Monday afternoons from 3:30-5 p.m. seem to work well for most everyone and will be continued. The meeting dates for spring quarter will be April 20, May 18, and June 8.

2) Other

A Graduate Council member reported that the efforts being undertaken by the task forces on life sciences and environmental sciences may be stifling recruitment efforts to some of the interdisciplinary programs because of the perceived possibility that some programs may be dissolved or combined with other programs. Dean Osmer was urged to communicate the task force timeline and conclusions as soon as possible.

The meeting was adjourned at 4:55 p.m.