

## REGULATION FOR THE DOCTORAL PROGRAMME IN MARKETING AND STRATEGY

### Article 1.

#### (Creation of the Programme)

The Universities of Minho, Aveiro and Beira Interior, fully designated as Universities, have established a Doctoral Programme in Marketing and Strategy, henceforth designated as a Programme, by which they may jointly confer the degree of *Doctor of Philosophy in Marketing and Strategy*.

### Article 2.

#### (Governing bodies of the Programme)

1. The following governing bodies are in charge of the organisation of the Programme:
  - a) One Director and two Vice-Directors of Programme, one seat from each of the universities involved, with a mandate of two years, to be shared on a rotational basis.
  - b) The Scientific Committee of the Programme, with six members, one professor and one member from each university, with a mandate of two years, to be appointed by the Programme's teaching staff. The Committee will include the Director, who shall preside, and the two Vice-Directors.
2. The Programme's Scientific Committee is answerable to the relevant bodies of the Universities of Minho, Aveiro and Beira Interior.

### Article 3.

#### (Tasks of the Scientific Committee and the Director)

1. The Programme's Scientific Committee will decide upon the scientific and pedagogic materials relevant to the normal functioning of the Programme, namely:
  - a) Annually decide upon the teaching staff for the Programme.
  - b) Annually decide upon the composition and content of the Programme's curricular units, as well as propose the corresponding distribution of service, for the approval of the relevant University bodies.
  - c) Define the terms of the national and international publicity for the Programme.
  - d) Propose the criteria, dates and any other items covered under Article 7 of this regulation.
  - e) Propose the candidates for admission to the Programme and define the curricular component for each student.

f) Accompany the progress of each student, in the case of a supervisor not having been appointed to that effect. In this role, the Scientific Committee for the Programme may also nominate a tutor to jointly assist in accompanying the student.

g) When applicable and as agreed by the supervisor, nominate co-supervisors. The supervisor should be, except in exceptional cases, a member of the teaching staff from the Programme.

h) Propose the members for the doctoral examining boards, based on the supervisor's recommendations, and submit them for official approval and nomination.

2. The Director will guarantee the normal functioning of the Programme and be dedicated to its overall quality, namely:

a) Coordinate the activities of the Programme's Scientific Committee.

b) Take charge of all matters relating to the current management of the Programme, in particular the Planning and Budget proposals for the Programme, as well as the Progress Reports, submitting them for official approval;

c) Officially represent the Programme.

#### **Article 4.**

##### **(Collaboration with other institutions)**

The doctoral programme in Marketing and Strategy can be carried out in collaboration with other foreign universities under the terms of the protocol of cooperation established with these institutions.

#### **Article 5.**

##### **(European Doctorate)**

1. Approved by the Confederation of European Union Rectors' Conferences, the European doctorate corresponds to a title of doctor awarded by individual European universities, in the particular case of this regulation, by the Universities of Minho, Aveiro and Beira Interior.

2. The title of European doctorate is awarded according to the following requirements:

a) The candidate must be registered on a doctoral degree at the University of Minho, Aveiro or Beira Interior;

b) The candidate must have completed a period of studies or research in preparation of the thesis, for a period of not less than three months, spent at a university in another European country;

c) At least one member of the examining jury should come from a higher education institution in another European country;

- d) At least two professors from two higher education institutions of two European countries, other than Portugal, must provide positive reviews of the thesis; these reviews must be taken into consideration at the first meeting of the jury, and fully included in the respective minutes of the meeting;
- e) In the public examination for the doctorate, one part of the defence of the thesis must take place in one of the official languages of the European Community, other than Portuguese, with this being explicit in the minutes.
3. Under the terms of item (b) of the previous point, there must be a specific signed protocol between the Universities of Minho, Aveiro and Beira Interior and the candidate's host University, with this institution providing a certificate of the work completed.

## **Article 6**

### **(Organisation and functioning of the Programme)**

1. The Programme is organised according to a system of credits which includes a curricular component of 60 ECTS and a research component resulting in the production of an original thesis, so that the student completes, in total, at least 180 ECTS.
2. The programme will be of at least 3 years duration, in the case of full-time students, or six years, in the case of part-time students. The maximum period for completion of the programme is 5 years on a full-time basis and 8 years part-time.
3. The curricular units are divided into six compulsory and three elective units. One of the elective curricular units must be selected from among two variants, Advanced Marketing Studies and Advanced Strategy Studies, in accordance with the specific area of knowledge being developed in the thesis.
4. In each academic year, the Programme's Scientific Committee will publish the complete list of elective curricular units for the taught component of the Programme, including the elective curricular units offered in the ambit of Masters Programmes or other doctorate programmes administered by the Universities. The functioning of the curricular units will be subject to a minimum of 5 students.
4. The curricular component will be conducted in Portuguese, English or Spanish and correspond to one year of full-time study.
5. The curricular units will be given at the University of Aveiro, The University of Minho or the University of Beira Interior, in accordance with the calendar and timetable defined by the Programme's Scientific Committee.
6. Within the Curricular component, some of the credits may be taken in a scientific area outside that of the doctorate, subject to the approval of the Programme's Scientific Committee.
7. Depending on the student's curriculum, the Programme's Scientific Committee can award credits towards the curricular unit for work already done. In this case, the student must submit a request to the University at which they are registered. The

request will be reviewed by the Programme's Scientific Committee and then submitted to the relevant bodies of the institution for approval.

8. The taught part of the programme cannot exceed a period of two consecutive academic years for full-time students, and three years for part-time students.

9. By the end of the taught part of the programme the student must define their project for the thesis: this will comprise a full revision of the literature, a theoretical framework for the intended hypotheses, and the methodology to be applied.

10. In exceptional cases, the Programme's Scientific Committee may, at the request of the interested party, authorize an extension for the submission of the project up to a maximum period of three months, without this implying an extension of the overall duration of the doctorate.

11. The project will be defended before a jury of doctorates.

12. The jury may approve the project unconditionally, make a conditional acceptance subject to changes, or reject it, inviting the candidate to reformulate the project.

13. Two rejections of the project will result in the student being excluded from the Doctoral Programme.

14. A positive evaluation of the project and the defence of the thesis project are the absolute requirements for continuing on the Programme.

15. This Doctoral Programme has a minimum registration period of three years for completion.

## **Article 7.**

### **(Selection, calendar, number of places and fees)**

The details of the selection criteria, registration dates, academic calendar, number of places, minimum number of students and fees are set annually by joint decree of the Rectors of the Universities, following the proposal from the Programme's Scientific Committee.

## **Article 8.**

### **(Conditions of Access, application and registration)**

1. To join the Programme the candidate must satisfy the conditions set down by national legislation, in the specific applicable norms and, in particular, comply with at least one of the alternatives stated in the items below:

a) Have a Masters Degree or a certificate of a second cycle of higher education in Marketing, Strategy, Management or Economics or other areas.

b) Have an Undergraduate Degree in Marketing, Strategy, Management or Economics or other areas (from either a national or foreign institution) and a specifically relevant

academic or scientific curriculum which is recognised by Programme's Scientific Committee as evidence of the candidate's ability to complete this cycle of studies.

c) Have a professional or scientific curriculum which is recognised as relevant and appropriate by the Programme's Scientific Committee.

2. Application to the programme may be made at the University of Minho, Aveiro or Beira Interior.

3. Registration will be completed at the University where the application was made.

## **Article 9.**

### **(Thesis and public examination)**

1. The doctoral thesis may be presented in English, on the condition that the title and the abstract are also presented in Portuguese.

2. The doctoral thesis must be presented under the terms of the legislation and regulations in force.

3. The examining jury for the doctorate will be proposed by the Programme's Scientific Committee, under the terms of Article 3 (1) (h) of the present regulation, and the legislation and regulations in force.

4. The doctoral examinations will take place under the terms of the legislation and regulations in force.

5. Subject to the provisions in the previous number, the doctoral diploma will be awarded, in accordance with the applicable norms.

## **Article 10.**

### **(Intellectual property)**

1. Author's rights for the dissertation belong to the doctorate.

2. Without prejudice to the provisions in the previous number, the participating Universities can freely use the title and the abstract of the doctoral dissertations and permit their full consultation, namely through their documentation and library services. 3. If the research carried out by the doctoral student, in the ambit of preparing the doctoral thesis, produces innovative products or systems which warrant protection by legislation of industrial property and/or author's rights, the title of the respective rights will belong to the participating University or Universities in which that research took place or, when applicable, the respective organic bodies, as well as the research bodies or centres.

4. The terms of commercial exploration of the products or systems referred to in the previous number, as well as the sharing of any eventual profits from this exploitation, will be the object of autonomous agreement between the doctoral student and the entity/entities referred to in this same number.

## **Article 11**

### **(Alterations to the Regulation)**

Alterations to the present regulation are at the initiative of the Programme's Scientific Committee and should respect the terms of Article 2 (2) of this regulation.

## **Article 12**

### **(Omissions)**

Any omissions in this regulation will be considered with respect to the regulations of the 3rd cycle of the Universities of Minho, Aveiro and Beira Interior and resolved by the initiative of the Programme's Scientific Committee, respecting the terms of Article 2 (2) of the present regulation.