

MKT 791--Research II
Spring '96
R. Kleine

SESSION 2: Doing a Dissertation

Class today will be structured as a colloquium on doing a dissertation; an activity all of you should be working on now, in one form or another. This class meeting will differ from our other class meetings as additional doctoral students are invited as participants and I asked some to prepare remarks about their dissertation experience to date.

Reading

Rudestam, Kjell Erik and Rae R. Newton (1992), *Surviving Your Dissertation: A comprehensive Guide to Content and Process*, Newbury Park, Sage.