

**PhD in Strategic Planning in Advertising and Public Relations (2020-21)**

Dep. Advertising, Public Relations and Aud. Communication **201105\_v1e**

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| Start year: October 2020 |  | Expected year of completion: 2024 |
| Profile: Example. Academic in the area of professional marketing of Public Relations |

**Part 01 Personal Data**

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| Last name: | First name: |  |
| E-mail: | WhatsApp: e.g.. +34-606123456 |
| NIU/Passport: | Grade note in base 10\*: e.g. 8.7 |
| Year of birth & Age: e.g. 1990 - 29 years | Master's degree in base 10\*: e.g. 8.5 |
| Nationality: e.g. Nigeria | English level reading: e.g. medium |
| Current City of Residence: e.g. Miami | Written English level: e.g. medium |
| Country of residence: e.g. USA | Spoken English level: e.g. low |
| Place of residence during the doctorate: e.g. Barcelona | Statistics level: e.g. low |

\*1 to 10, where 10 is the highest score. For example, if in your education system you had scored 3.5 out of 4, then you would make the following rule of 3: (10x3.5)/4 = 8.75 points.

**Part 02** **Previous studies, University & year of completion**

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| **Bachelor** | Example: Bachelor's degree. Advertising and Public Relations, University of Medellín, 2010 |
| **Master** | Example: Digital Strategy and Creativity, Universitat Autònoma de Barcelona, 2015 |

**Part 03** **Recent work experience (academic or other): name of organisation, tasks, years**

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| Example: Ogilvy Miami | Example: Advertising creative, 2010-15 |
| Example: Florida State University | Example: Advertising Professor, 2015-20 |

**Parte 04** **Thesis: title, objectives, methodology & language** (maximum 10 lines)

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| Example. **Title** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna ul **Objectives** **1)** ullamco laboris nisi ut aliquip **2)** ex ea commodo consequat. Duis aute irure dolor in reprehenderit **3)** in voluptate velit esse cillum dolore **Methodology** Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore ma **Language** I would like to write the thesis in English in order to apply for the international doctorate.10 |

**Part 05 Other information** (máximum 2 lines)

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| **1. Who would you like as your Thesis Director?** 1 | Example. David Roca, as I am interested in researching advertising creativity. |
| **2. How are you going to finance your stay?** | Example. I have a grant of 1500 € per month from CONACYT. This scholarship lasts three years and will allow me to work full time. |
| **3. Where will you live during your doctorate?** (does not include temporal stays in Barcelona) | Example. I will live in Medellín, as I am a mother. |
| **4. Knowledge of statistics** | Example. I know basic statistics in Excel or I know the SPSS program and tests like T-student, Anova and Correlations. |
| **5. Do you have time to join a UAB research group?** | Example. I would like to join the XXX research group for 8 hours a week, because I am interested in your research in XXXX **OR** No, I am not interested. |
| **6. What have you published so far? (includes TFM )** | Example. The advertising strategy in Advertising Questions and |

**Part 06 Explain the motivations for studying this doctoral program** (maximum 3 lines)

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| 1.2.3. |

1 Add your preferred thesis director to the application form (Check: <https://www.uab.cat/web/phd-program/thesis-directors-1345842846807.html>).

Feel free to contact any professor, but please, refrain from contacting more than two. You may find their e-mails here {*persona o càrrec*}: <https://siastd.uab.es/pcde/> •• After filling this form, please complete the pre-project template (see next page).

The filling of this form it is a key tool for the selection process., but don’t forget to follow the admissions steps indicated on UAB webpage.

V3\_DR21-0212 · Ph D. Directors

**Your surname and name here: SMITHjonh · Ph D. *pre*-Project Template · Fill the form in Catalan, Spanish or English. Be concise.** V4c(20 1104)

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| Title: write here the provisional title of your thesis. Example: Creativity identity in Colombia: the advertising creatives’ perspective. Main contribution of your thesis: write here •• Current students go to page 3. |
| 1. Aims and objectivesO1: O2: O3: On:  | 2. Abstract (less than 100 words)Write here: be concise. Check section 10 to write your abstract | 3. IntroductionWhy is your thesis important? What previous data needs to be considered? Justify your topic based on data (cite numbers) or literature. |
| 4. Theoretical frameworkConsult Google-academic or UAB library for this purpose.What theory or theories are going to support your thesis? Authors (year)? Name of the theory? References must be provided in section 10. • For example: I will adapt my thesis to job-market signaling Spence’s theory (1974). This theory claims that (potential) employees send a signal about their ability level to the employer by acquiring education credentials. The informational value of the credential comes from the fact that the employer believes the credential is positively correlated with having the greater ability and difficulty for low ability employees to obtain. Thus the credential enables the employer to reliably distinguish low ability workers from high ability workers.Base on this theory I propose the following RQ an H (see 5 & 6) | 5. Research Questions (RQ)RQ1: RQ2: RQ3: RQn: What do you want to know for the qualitative phase. | 6. Hypotheses (H)H1: H2: H3: Hn: What do you want to test for the quantitative phase. |
| 7. MethodologyThis section should explain the procedure, selection of the sample, means necessary to carry out the research (e.g. statistics programme, web platform, recorder...), etc. It is recommended that case studies be avoided as a methodology.Write here… Example:For RQ1 : Focus groups and interviews to guide development of data tools and experiment questionnaires. For H1 & H2: Survey and experiments to test impact of counter advertising brands in consumer behaviorA quantitative phase is always expected (inferential statistics seminars will be provided\*). Please, avoid local case studies. | 8. Expected ResultsWrite here what results you think you will find.Remember results have to be based on your theoretical framework (see 4 and notes in section 10). | 9. Why do you pursue a Ph. D.? (if candidate)Implications & Journals (if current student)If you are a candidate: Are you a professor and you need this title to progress in your career? Is for personal development? Do you have a preferred director for your thesis?If already student: What are the practical / managerial / social implications of your thesis? In which academic journals do you expect to publish your thesis? |
| Please**, don’t surpass one page** for these 9 sections: be concise. |

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| 10. References (selection)You may search the references at Google Scholar. It is very important that you select academic articles for this section. Lack of academic references weakens your application. If you don’t have open access, read the abstracts. These references are key for sections 3 and 4 of this template. You should select at least 25 references for the application and 50 if you are student. Google-Scholar may help.Example (cite in APA):* Roca, D., Wilson, B., Barrios, A., & Muñoz-Sánchez, O. (2017). Creativity identity in Colombia: the advertising creatives’ perspective. *International Journal of Advertising*, *36*(6), 831-851.
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| 11. Coordination/Director commentsFor current students: the digital signature of the thesis director is required here. Candidates may skype number 11 and 12. |
| 12. Research Plan Report (RPR)Only for students: Indicate approximated dates of your progress. · If you are a candidate you don’t need to fill this section.Year: indicate goals for all the years. Remember a full time student is expected to work from 6 to 8 hours (± 3 to 4 year), and a half student 4 hours per day (± 5 to 7 years).Example:2020-21: I will attend to the Activitats Formatives (Teaching activities) and I will write the Introduction of the thesis. |
| IMPORTANT: Save this document as a solo-PDF: SURNAMEcandidate2021.pdf (if you are a candidate), SURNAMEproject2021s.pdf, if you are a student ex: SMITHproject2021c.pdf.If you are a candidate: send it to doctorat.publicom@uab.cat and upload it at UAB admission webpage (SIGMA). Attach the application form with this template (the one with your picture).If student: send it to seguiment.doctorat.publicom@uab.cat and upload it at UAB admission webpage (SIGMA).**Steps in the research plan (only for students)**1. The research plan consists of two documents: D1, official form "Research plan-RD99/2011" and D2, project or research plan report template.

**• D1.** The Official form "Research plan-RD99/2011" DOCUMENT 1 (oficial general UAB) can be found in "Pla de recerca" 🡪 Sol.licitud d'aprovació 🡪 del Pla de Recerca:* Català, <https://www.uab.cat/web/estudiar/doctorat/despres-de-la-matricula-1345665573449.html>
* Castellano, <https://www.uab.cat/web/estudiar/doctorado/despues-de-la-matricula-1345666947639.html>
* English, <https://www.uab.cat/web/study/phds/after-registration-1345680674229.html>

**• D2.** The template of the project / research plan report D2 (of the program). It must be written in a concise manner; first 9 sections in one page; please don’t downsize type size1. Once *the research plan* has been drawn up, the doctoral student must obtain the approval (digital signature) of his/her thesis director (he/she must sign D1 and D2).
2. It must be sent in a solo PDF to doctorat.publicom@uab.cat. The CAD (*Comissió Acadèmica del Doctorat*, Doctorate Academic Commission) for evaluation.
3. The deadline for sending the PDF is January 15th, 2021. We are looking forward to read your project!
4. Finally, once the research plan (D1 and D2) has been approved, the doctoral student must upload this documentation to his/her SIGMA profile in a solo PDF: see Pla de Recerca i Activitats de Doctorands.
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