



Ph.D. Course in Communication, Social Research and Marketing

Evaluation criteria for written and oral tests

Each candidate will get a mark, which, if it is 40 points or more, will give him access to the oral test.

This mark, awarded on the basis of the following criteria, may reach a maximum of 60 points.

Relevance of the topic related to the outline	insufficient (0-5); sufficient (6); discrete (7); good (8-9), excellent (10)
Completeness of the presentation	insufficient (0-5); sufficient (6); discrete (7); good (8-9), excellent (10)
Clearness of the presentation	insufficient (0-5); sufficient (6); discrete (7); good (8-9), excellent (10)
Originality of the reasoning	insufficient (0-5); sufficient (6); discrete (7); good (8-9), excellent (10)
References to scientific literature	insufficient (0-5); sufficient (6); discrete (7); good (8-9), excellent (10)
Appropriate use of specialist vocabulary	insufficient (0-5); sufficient (6); discrete (7); good (8-9), excellent (10)

During the oral test some less clear aspects presented in the written test are discussed, the language test is carried out, and the research interests of the candidates are discussed, with reference to the chosen curriculum and to the research project submitted.

The oral test is assessed by awarding each candidate a mark which, if less than 40 points, means that they have failed the test. This mark may reach a maximum of 60 points.