1. **INTRODUCTION**

The value-adding advantage of this degree lies in the exposure to independent research and thus making a contribution to the body of knowledge in the marketing discipline. PhD studies require a high level of enthusiasm and self-motivation. Building blocks towards the attainment of the degree are: exposure to research techniques and methodologies; new insights into relevant existing marketing theories; empirical testing of hypotheses; integration of findings, recommendations and contribution to knowledge all culminating in the final thesis.

2. **PROGRAMME**

It is important to note that all prospective students who are selected for our PhD programme will be provisionally admitted to the programme. The programme consists of the following compulsory components:

2.1 **Successful defence of research proposal**

Once provisionally admitted, all prospective PhD students have to prepare a research proposal and present their proposals at a Departmental colloquium at the beginning of July in their first year of registration for the Department’s PhD programme. Only once
the departmental panel approved the research proposal, can the candidate commence with his/her thesis (BEM 995). Please note that candidates will be expected to conduct their research within the departmental research focus areas. The head of department may prescribe additional modules in preparation of BEM 995.

2.2 BEM 995 Thesis

The BEM 995 thesis can be completed in either the “traditional approach” (including, but not limited to, literature chapters, a methodology chapter, results chapter and conclusions chapter) or by means of an article-based approach (where the thesis is organised as a collection of self-contained articles). The decision regarding the approach to be followed is made by the head of department and supervisor, in consultation with the student.

It should be noted that a public defence of the final thesis is compulsory and forms part of the final evaluation.

2.3 Research article output

Irrespective of the thesis approach followed, all students must submit a research article based on the student’s research for publication to an accredited journal. The submission of an article is a prerequisite for the degree to be conferred on the candidate.

2.4 Additional modules:

The head of department reserves the right to prescribe any of the following additional modules/seminars for a candidate as part of the PhD programme:

- BEM 913 Contemporary marketing issues
- BEM 914 Strategic marketing management
- BEM 915 Capita selecta: Marketing management
3. **PRE-REQUISITES FOR ADMISSION TO THE DEGREE**

The minimum requirements for admission to the PhD (Marketing Management) degree are:

- A Bachelors degree in marketing up to final year.
- A researched-based Masters degree with a clear specialisation in a recognised application area of marketing management.
- Applicants may be subject to an evaluation examination. The following will be considered before prospective students are invited to write an evaluation exam:
  - academic achievement (an average mark of at least 60% had to have been obtained for the Masters degree. It should be noted that students who have not obtained at least 65% for their Masters will in all probability not be considered for admission to the programme);
  - the student’s Masters dissertation;
  - work experience;
  - recognition of prior learning (5 to 10 years of practical experience in the relevant field of study or industry); and
  - the available supervision capacity in the Department.
- All prospective students who have passed the evaluation exam will be provisionally admitted to the Department’s PhD programme. It is a requirement that all provisionally admitted PhD students write a research proposal and present their proposals at a doctoral colloquium by the beginning of July in their first year of registration for the Department’s PhD programme. In addition to other requirements specified in this document, the Department’s postgraduate committee will, based on prospective students’ research proposals and presentations, decide which students will be admitted to the Department’s PhD programme.
- Prospective students will be expected to conduct their research within the departmental research focus areas. The research focus areas of the department are the following: new media, consumer-generated media, social media and networks, digital engagement, brand value growth, brand switching
behaviour, relationship marketing, services marketing, service failure and recovery, relationship proneness and intention, customer complaint behaviour, direct marketing, information privacy, consumer decision-making and higher education marketing. Please note that a student’s preferred choice from the afore-mentioned list of focus areas is dependent on the available capacity of individual supervisors.

4. APPLICATION AND SELECTION PROCESS

The phases of the application and selection process are as follows:

4.1 Apply for admission on or before 30 September (in the preceding year of study). All applications can be done online via the UP website: www.up.ac.za/apply or at the Client Service Centre on the UP main campus in Hatfield (Tel. +27-12-4203111). **Important:** The closing date for applications for international students is 31 July.

- Current registered UP students must apply online for admission to the degree. No application fee is payable.
- UP alumni who interrupted their studies, need to apply for re-admission as a postgraduate student. An application fee is payable.
- Prospective students from other national or international universities should first apply for admission to UP and thereafter for admission to the PhD programme of the Department of Marketing Management. An application fee is payable.
- Please note: **International students** (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (SAQA) and must attach the SAQA evaluation and copies of the qualifications and results of the Toefl/Ielts results to their application form. **The University of Pretoria and its staff personnel can unfortunately not assist with this process.** Contact SAQA at www.saqa.org.za. **Important:** the closing date for applications for international students is 31 July.
4.2 The application will be processed by the Client Service Centre who will forward the application to the Faculty of Economic and Management Sciences for initial screening, after which it will be considered by the Department of Marketing Management.

4.3 Upon receipt of students’ applications, the department will forward a departmental application form to all applicants via e-mail. The completed application form must be submitted as soon as possible through one of the following means:

- Via e-mail sent to managa.devar@up.ac.za
- Via fax to tel. +27 12 420 3349
- Hard copies should be delivered to Mrs Managa Devar, Room 4-113, Level 4, Economic and Management Sciences Building, UP Main Campus (Hatfield), Tel +27 12 420 3004.

Please note: **International students** (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (SAQA) and must attach the SAQA evaluation and copies of the qualifications to their departmental application form. **The University of Pretoria and its staff personnel can unfortunately not assist with this process.** Contact SAQA at www.saqa.org.za.

4.4 Applicants may have to write an evaluation examination. This examination will evaluate applicants' English writing and language skills and their knowledge of marketing and research methodology. The date of the examination will be communicated to applicants via e-mail as soon as their departmental application forms have been considered. The head of department may refuse an application for admission to the PhD programme:

a) if the applicant does not comply with the standards of competence required by the department;
b) because of capacity constraints due to a large number of applications received in a specific year; or

c) if the applicant insists working on a research topic that is not aligned with the research focus areas of or the expertise available in the department.

Please note: The head of department may prescribe additional preparatory work and/or other courses if the academic background of the student is deemed unsatisfactory.

4.5 Faculty Administration will inform applicants in writing before mid-December of the outcome of the respective applications.

4.6 The Department of Marketing Management will inform successful candidates by end of January in the year following their application to the Department’s PhD programme, whether all their documents have been received and notify candidates of the postgraduate registration / information session of the department.

5. DURATION

The maximum duration of the programme is 4 years.

- **Note 1:** The Department’s postgraduate committee will, based on provisionally admitted students' research proposals and presentations, decide which students will be admitted to the Department’s PhD programme.

- **Note 2:** If a student does not show significant progress by year 4, the department may consider declining registration in year 5. Lack of progress during preceding years can also result in the Department declining subsequent registration.

6. CLOSING DATE FOR APPLICATIONS
All postgraduate applications close on 30 September (International students: 31 July), but you should preferably apply in advance.

7. STUDY FEES

Information regarding study fees and bursaries is available on the UP website: http://www.up.ac.za/fees-and-funding

8. ENQUIRIES ABOUT THE PROGRAMME

Please consult the “Frequently Asked Questions” in Section 9 below before making an enquiry. Please also first read the “Detail guidance on postgraduate selection regulations for the PhD / DCom in marketing management” document on the Departmental website (http://www.up.ac.za/media/shared/153/ZP_Files/2015/2015-marketing-management-post-grad-selection-regulations-phd-dcom.zp53807.pdf)

ADMISSIONS PROCESS OR ADMINISTRATIVE ENQUIRIES:

Departmental Administration: Ms M Devar
Tel: +27 12 420 3349
E-mail: managa.devar@up.ac.za

OR

Faculty Administration: Ms M Muller
Tel: +27-12-420-3322
E-mail: catharina.muller@up.ac.za

ACADEMIC ENQUIRIES (content and structure of the programme):

Prof PG Mostert
Tel: +27-12-4203416
9. **FREQUENTLY ASKED QUESTIONS**

**Q1:** Where do I start with the application process?

Apply for admission on or before 30 September (*International students*: 31 July). All postgraduate admission applications can be done online via the UP website ([www.up.ac.za/apply](http://www.up.ac.za/apply)) or at the Client Service Centre on the main campus (Tel. +27-12-4203111).

**Q2:** What are the pre-requisites for admission?

The minimum admission requirements for admission to the degree are:

- A Bachelors degree in marketing up to final year.
- A researched-based Masters degree with a clear specialisation in a recognised application area of marketing management.
- Applicants may be subject to an evaluation examination. The following will be considered before prospective students are invited to write an evaluation exam:
  - academic achievement (an average mark of at least 60% had to have been obtained for the Masters degree. It should be noted that students who have not obtained at least 65% for their Masters will in all probability not be considered for admission to the programme);
  - the student’s Masters dissertation;
  - work experience;
  - recognition of prior learning (5 to 10 years of practical experience in the relevant field of study or industry); and
  - the available supervision capacity in the Department.
- All prospective students who have passed the evaluation exam will be [provisionally admitted](#) to the Department’s PhD programme. It is a requirement that all provisionally admitted PhD students write a research proposal and
present their proposals at a doctoral colloquium by the beginning of July in their first year of registration. In addition to other requirements specified in this document, the Department’s postgraduate committee will, based on prospective students’ research proposals and presentations, decide which students will be admitted to the Department’s PhD programme.

- Prospective students will be expected to conduct their research within the departmental research focus areas. The research focus areas of the department are the following: new media, consumer-generated media, social media and networks, digital engagement, brand value growth, brand switching behaviour, relationship marketing, services marketing, service failure and recovery, relationship proneness and intention, customer complaint behaviour, direct marketing, information privacy, consumer decision-making and higher education marketing.

Q3: I don’t live near Pretoria. Will it be required from me to attend contact sessions?

It is not a requirement that you attend regular contact sessions, although it is advisable to at least attend the information session in January/February of the first year and have regular sessions with the study supervisor. You may also have to attend workshops as required by the appointed supervisor. In addition, you have to defend your research proposal and final thesis at a colloquium. Electronic means of contact can also be pursued, where practical.

Q4: What is the duration of the programme?

The duration of the programme is a maximum of 4 years.

Q5: Do I have to write an evaluation examination before I will be able to register for the degree?
Yes, applicants may have to complete the department’s internal evaluation examination. All prospective students who meet the requirements set out in this document will be provisionally admitted to the Department’s PhD programme. It is a requirement that all provisionally admitted PhD students write a research proposal and present their proposals at a doctoral colloquium by the beginning of July in the year following their application to the Department’s PhD programme. In addition to other requirements specified in this document, the Department’s postgraduate committee will, based on prospective students’ research proposals and presentations, decide which students will be admitted to the Department’s PhD programme.

Q6: I have an MTech degree and a BTech degree. Will I be allowed to apply for admission to the PhD programme?

If you had Marketing Management as a major subject in the BTech degree and did Marketing-related research work in your MTech dissertation, then you can apply for the PhD programme for consideration by the selection committee. In all probability you will have to:
(a) complete additional coursework (one major subject and two minors) selected in accordance with the topic of your thesis; and
(b) comply with a proficiency standard of subject knowledge.

Q7: I have an MBA/MA/MSc degree with an engineering/scientific/non-commercial undergraduate degree. Will I be allowed to apply for admission to the PhD programme?

Only research-based Masters degrees will be considered for our PhD programme.

Q8: What are the costs of the programme and are their bursaries available?

Fee structures change annually. Please visit the following website for the most recent information in this regard: http://www.up.ac.za/fees-and-funding.
Q9: I am an international student. May I apply for admission?

International students (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (SAQA) and must attach the SAQA evaluation and copies of the qualifications to their UP application form together with the results of the Toefl/Ielts tests. The University of Pretoria and its staff personnel can unfortunately not assist with this process. Contact SAQA at www.saqa.org.za.