



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

DEPARTMENT OF MARKETING MANAGEMENT

DCOM IN MARKETING MANAGEMENT (code 07260021)

## DCOM THESIS INFORMATION

### 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. Doctoral 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

The programme consists of the following compulsory components:

#### 2.1 EBW 801 Research Methodology

This module will prepare the student to write a research proposal. A candidate will work under the guidance of a promoter to develop a detailed research proposal according to departmental guidelines and regulations. The research proposal must be defended before a departmental panel and must be approved before the candidate can commence with his/her second component (BEM 990). The head of department may also prescribe another module instead of / in addition to the EBW module.

## **2.2 BEM 990 Thesis**

The BEM 990 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 together with the promoter.

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**

Students following the “traditional thesis approach” must submit a research article based on the student’s research for publication to an accredited journal. The article is a prerequisite for the degree to be conferred on the candidate.

All articles forming part of the article-based thesis must be submitted to accredited journals before the thesis can be submitted for examination purposes. Articles do not necessarily have to be accepted, but have to be submitted, before the thesis is to be submitted for examination.

## **3. PRE-REQUISITES FOR ADMISSION TO THE DEGREE**

The minimum requirement for admission to the programme is a MCom (Marketing Management) degree.

Please note: **All applicants will be subjected to a selection process.**

## **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](http://www.up.ac.za/apply) or at the Client Service Centre on the UP main campus in Hatfield (Tel. +27-12-4203111).
- 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 doctoral programme of the Department 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.saga.org.za](http://www.saga.org.za). IMPORTANT: THE CLOSING DATE FOR APPLICATIONS FOR INTERNATIONAL STUDENTS IS 31 JULY OF THE PRECEDING YEAR.
- 4.2 The application will be processed by the Client Service Centre before being forward 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 your application, the department will forward a departmental application form to you 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 [maureen.greying@up.ac.za](mailto:maureen.greying@up.ac.za)
  - Via fax to tel. +27-86-6318579
  - Hard copies should be delivered to Maureen Greyling, Room 4-108, Level 4, Economic and Management Sciences Building, Tel +27-12-4205236.

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](http://www.saqa.org.za).

- 4.4 All applicants have to complete an evaluation examination. This examination will take place annually between November and mid-January to evaluate applicants' English writing and language skills as well as their knowledge of 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 doctoral 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 to work 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 you in writing before the end of January regarding the outcome of your application and, if successful, provide you with the necessary registration documentation.
- 4.6 The Department of Marketing Management will inform successful candidates by the end of January whether all their documents have been received and notify them of the postgraduate information session of the department.

## 5. DURATION

The maximum duration of the programme is 4 years.

- **Note 1:** Students must pass the Research Methodology (EBW 801) module in the first year **and** have their research proposals approved by the department to continue their studies in the second year.
- **Note 2:** The research proposal must be approved by a departmental panel. If the proposal is not accepted at the first submission, a student has only **one** final opportunity to submit the proposal for approval (provided that the student obtained a pass mark in EBW 801).
- **Note 3:** Students who have not progressed sufficiently have time to submit the final thesis before 31 March the following year (i.e., year 4). If a student does not meet the submission deadlines or show significant progress by year 4, the department may consider to decline registration in year 5.

## 6. CLOSING DATE FOR APPLICATIONS

All postgraduate applications close on 30 September (**International students: 31 July**), but you should preferably apply well in advance.

## 7. STUDY FEES

Information about study fees and bursaries are available on the UP website:

<http://web.up.ac.za/default.asp?ipkCategoryID=122&subid=122&ipklookid=15>

## 8. ENQUIRIES ABOUT THE PROGRAMME

Please consult the “Frequently Asked Questions” in Section 9 below before making an enquiry.

Enquiries about the **admissions process and administration** of the programme:

Departmental Administration: Ms M Greyling

Tel: +27-12-4205236

E-mail: [maureen.greyling@up.ac.za](mailto:maureen.greyling@up.ac.za)

**OR**

Faculty Administration: Ms M Muller

Tel: +27-12-420-3322

E-mail: [catharina.muller@up.ac.za](mailto:catharina.muller@up.ac.za)

Enquiries about the **academic content and structure** of the programme:

Prof PG Mostert

Tel: +27-12-4203416

E-mail: [pierre.mostert@up.ac.za](mailto:pierre.mostert@up.ac.za)

## **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 requirement for admission to the DCom programme is an MCom (Marketing Management) degree. An internal evaluation examination will determine whether an applicant is on an acceptable entry level to the doctoral programme. The head of department may prescribe additional preparatory work and/or other courses if the academic background of the student is deemed unsatisfactory.

**Q3: I don't live near Pretoria. Will I have to attend contact sessions?**

It is not a requirement that you attend regular contact sessions, although it is advisable to at least attend the registration/information session in February of the first year and have regular sessions with the promoter. In addition, you have to defend your final thesis at a colloquium.

**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 admission examination before I will be able to register for the DCom degree?**

Yes, all applicants must complete the department's internal evaluation examination.

**Q6: I have an MTech degree and a BTech degree. Will I be able to register for the DCom degree?**

No, if you had Marketing Management as a major subject in the BTech degree and did Marketing-related research work in your MTech dissertation it is recommended that you apply for admission to the PhD (Marketing Management) programme. 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.
- (b) Comply with a proficiency standard of subject knowledge (external examining compulsory).

**Q7: I have an MBA degree. Will I be able to register for the DCom degree?**

Unfortunately you will not qualify for a DCom degree, since you do not have a research-based Masters degree. You will need to consider enrolling for a research-based Masters degree (such as MCom or MPhil) before you will be eligible for a DCom or PhD degree.

**Q8: I have an MA/MSc degree with an engineering/scientific/non-commercial undergraduate degree. Will I be able to register for the DCom degree?**

This question cannot be answered conclusively because the academic detail of marketing subjects and work experience of the potential student must be evaluated. Prior learning in Marketing-related subjects, marketing experience and the extent to which the student was formally exposed to marketing principles and marketing research would be taken into account. It is likely that a PhD may be a more suitable alternative.

**Q9: What are the costs for the programme and are there bursaries available?**

Course fees change annually. Bursaries are available. Please visit the following web site for the most recent information in this regard:

<http://web.up.ac.za/default.asp?ipkCategoryID=122&subid=122&ipklookid=15>.

**Q10: 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](http://www.saqa.org.za).