

DETAIL GUIDANCE ON POSTGRADUATE SELECTION REGULATIONS AND APPLICATION PROCEDURE FOR THE PHD IN MARKETING MANAGEMENT

The detail selection guidance set out below, should be read in conjunction with the Postgraduate Selection Regulation contained in the postgraduate yearbook of the Faculty of Economic and Management Sciences.

In essence the minimum selection requirements of the PhD in Marketing Management are the following:

- A Bachelor's degree, preferably in Marketing;
- A research-based Master's degree (e.g. MCom) with a clear specialisation in a recognised application area of marketing management;
- Students should have obtained at least 60% for their Masters (preferably MCom) degree to be considered for admission to the programme. It should be noted that due to the high demand for the degree programme and resource constraints, students who have not obtained at least 65% for their Masters will in all probability not be selected for the programme.
- Prospective students who meet the requirements set out in this document will be invited to a selection and evaluation process where psychometrics tests and interviews will be completed. It is a requirement that all provisionally admitted Doctoral students write a research proposal and present their proposals at a Doctoral Colloquium by the end of the year following their application to the Department's Doctoral programme. In addition to other requirements specified in this document, the Department's postgraduate committee will, based on selected students' research proposals and presentations, decide which students will be allowed to continue with the Department's Doctoral programme.

1. MAXIMUM NUMBER OF STUDENTS ADMITTED PER YEAR, DIVERSITY CONSIDERATIONS AND RESEARCH FOCUS AREAS

Due to physical and human resource constraints, a **maximum number** of seven (7) students will be selected to enroll for this qualification. This number includes students who are already admitted to the Department's Doctoral programme. The number of students admitted each year will furthermore be determined by the available supervision capacity in the Department.

The **research focus areas** of the department are the following: new media, consumer-generated media, social media and networks, digital engagement, brand switching behaviour, relationship marketing, services marketing, service failure and recovery, relationship proneness and intention, customer complaint behaviour, consumer psychology, direct marketing, information privacy, consumer decision-making and higher education marketing.

2. SELECTION PROCESS

The selection requirements set out in the introductory paragraph are applied to the two categories of students listed under the heading SELECTION CATEGORIES AND CLOSING DATES in the Postgraduate Selection Regulation, as follows:

2.1 Category 1 students from within the Faculty of Economic and Management Sciences

All UP students meeting the minimum requirements as set out in the Postgraduate Selection Regulation contained in the faculty yearbook for postgraduate studies will be ranked based on their average of their Masters.

- Selection is based on academic merit only and students will be selected in descending order. As a consequence, those students with the highest average for their Masters will be selected first and students with the lowest average will be selected last.
- Should the maximum capacity stipulated in 1 above be met before all UP students who comply with the minimum requirements have been accommodated, the students at the lowest end of the ranking list will not be selected.

2.2 Category 2 students from other South African universities

Should maximum capacity not be reached after applying the selection guidance set out in 2.1 above, students from other universities will be considered based on academic merit. This approach is aligned with the premise that the Department of Marketing Management at UP does not set up students for failure.

Taking into account the information in the previous paragraph and in line with the reference to additional admission requirements as stipulated in point 3 of the General Selection Principles in the Postgraduate Selection Regulation, the following additional admission requirements are considered when assessing academic merit:

- Firstly, students who failed **any** of their core modules during the course of their undergraduate or postgraduate degrees will immediately be disqualified from being selected.
- Secondly, only students from **other universities** who passed all the core modules and achieved an average of at least 60% for their Master's degrees will be considered. It should be noted that students who have not obtained at least 65% for their Masters (preferable MCom) will have a lower probability to be considered for admission to the programme.

3. APPLICATION PROCEDURE

Follow the steps below to apply for a PhD in Marketing Management:

- 3.1 Before applying, refer to the UP General regulations (<http://www.up.ac.za/en/yearbooks/2017/rules>), Faculty Economic and Management Sciences regulations (<http://www.up.ac.za/en/yearbooks/2017/faculties/view/EMS/Faculty%20of%20Economic%20and%20Management%20Sciences>) and Departmental admission requirements (<http://www.up.ac.za/en/yearbooks/2017/programmes/view/07267043>) as published in the respective yearbooks which are all available on the UP website.
- 3.2 Currently registered UP students do not need to apply for re-admission to the UP campus.
- 3.3 UP alumni who interrupted their studies need to apply for re-admission to the UP campus.
- 3.4 Apply online for admission to the University of Pretoria (UP) via the UP website (<http://www.up.ac.za/en/new-students-undergraduate/article/256308/apply-at-up>) using the specific plan code of the degree (PhD Marketing Management Code: 07267043).
- 3.5 After receiving an official UP reference number, complete the application form available on the next page and email it with the necessary supporting documentation to the Department of Marketing Management programme administrator, Ms Phuti Matjea, (phuti.matjea@up.ac.za; Tel. 012 420 5236).
 - Supporting information to e-mail with your completed application form:
 - Comprehensive Curriculum Vitae
 - An academic writing sample limited to 5 pages (see next page of this application form)
- 3.6 Your application will not be considered without the UP reference number.
- 3.7 Applicants outside South Africa or abroad should comply with all UP entry requirements before starting the application process. Familiarise yourself with South African visa requirements and study permits. Access the webpages of the UP international office for more information about the UP application process and closing dates for application: <http://www.up.ac.za/international-students>
- 3.8 Applicants should adhere to all requirements for selection before the selection panel convenes in November. The selection process will include an interview. Applicants who do NOT comply with all stated prerequisites will NOT be considered for selection.
- 3.9 Information about study fees and bursaries are available on the UP website: <http://www.up.ac.za/fees-and-funding>
- 3.10 The outcome of your application will be communicated to you by Faculty Economic and Management Sciences (FEMS) Postgraduate Student Administration no later than the second week of December of each academic year.

FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES
DOCTORAL PROGRAMME IN MANAGEMENT SCIENCES

APPLICATION FORM

UP REFERENCE NUMBER	
NAME of PHD FOR WHICH YOU ARE APPLYING	

1. BIOGRAPHICAL DATA / BIOGRAFIESE DATA

TITLE	
INITIALS	
SURNAME	
MAIDEN NAME	
NAME	
MOBILE NUMBER	
TELEPHONE NUMBER (WORK)	
E-MAIL ADDRESS	
IDENTITY / PASSPORT NUMBER	
AGE	
NATIONALITY	
POSTAL ADDRESS	
	POSTAL CODE
PHYSICAL ADDRESS	
	POSTAL CODE

2. LANGUAGE PROFICIENCY

	LANGUAGE	SPEAK (✓)	WRITE (✓)	READ (✓)	UNDERSTAND (✓)
1					
2					
3					
4					



3. ACADEMIC QUALIFICATIONS

Attach academic transcripts and explanation of grades for all degrees conferred

UNDERGRADUATE: DEGREE 1

NAME OF THE DEGREE	
TERTIARY INSTITUTION	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	

UNDERGRADUATE: DEGREE 2

NAME OF THE DEGREE	
TERTIARY INSTITUTION	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	

UNDERGRADUATE: DEGREE 3

NAME OF THE DEGREE	
TERTIARY INSTITUTION	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	

POSTGRADUATE DEGREE 1

NAME OF THE DEGREE	
AT WHICH TERTIARY INSTITUTION?	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	
TITLE OF RESEARCH REPORT	

POSTGRADUATE DEGREE 2

NAME OF THE DEGREE	
AT WHICH TERTIARY INSTITUTION?	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	
TITLE OF RESEARCH REPORT	

Any other degrees the selection committee should take note of?

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4. RESEARCH COMPETENCY/EXPERIENCE

- State the title of Masters dissertation
- Provide a one-page summary including research methodology and results of your Masters dissertation



5. MOTIVATE YOUR INTEREST IN PURSUING A DOCTORAL PROGRAMME

6. DESCRIBE THE GENERAL TOPICAL AREA THAT YOU ARE INTERESTED IN STUDYING. CREATE LINKS TO CURRENT DEPARTMENT/FACULTY RESEARCH EXPERTISE AS APPROPRIATE



7. ACADEMIC REFERENCES

1	NAME	
	TITLE	
	UNIVERSITY	
	RELATIONSHIP	
	TELEPHONE NUMBER	
	E-MAIL ADDRESS	

2	NAME	
	TITLE	
	UNIVERSITY	
	RELATIONSHIP	
	TELEPHONE NUMBER	
	E-MAIL ADDRESS	

8. WORK EXPERIENCE

CURRENT EMPLOYER	
NAME OF THE EMPLOYER	
JOB DESCRIPTION	
PERIOD	
NAME OF REFERENCE	
REFERENCE TELEPHONE NUMBER	
REFERENCE E-MAIL	

PREVIOUS EMPLOYER 1	
NAME OF THE EMPLOYER	
JOB DESCRIPTION	
PERIOD	
NAME OF REFERENCE	
REFERENCE TELEPHONE NUMBER	
REFERENCE E-MAIL	

PREVIOUS EMPLOYER 2	
NAME OF THE EMPLOYER	
JOB DESCRIPTION	
PERIOD	
NAME OF REFERENCE	
REFERENCE TELEPHONE NUMBER	
REFERENCE E-MAIL	

I declare that the information in the application form is correct. I accept the final outcome of the selection process.

Signature

Date