



University of Pretoria Yearbook 2016

PhD Marketing Management (07267041)

Duration of study 2 years

Total credits 360

Contact Prof Y Jordaan yolanda.jordaan@up.ac.za +27 (0)825416610

Programme information

Full particulars of the degree programme are contained in a brochure which is available from the departmental website.

All postgraduate programmes are not offered every year. Please consult the relevant faculty concerning the presentation of this programme.

Admission requirements

- Relevant master's degree with an average of at least 65%.
- The Dean has the right of authorisation regarding matters not provided for in the General Regulations or the Faculty regulations. Due to capacity constraints, there are not an intake of new students every year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered.

Additional requirements

The Dean has the right of authorisation regarding matters not provided for in the General Regulations or the Faculty regulations.

Due to capacity constraints, there are not an intake of new students every year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered.

Examinations and pass requirements

The thesis should be passed in accordance with the stipulations of Regulations G.52 and G.60.2.2, as well as a compulsory module in Research Methodology.



Curriculum: Year 1

Minimum credits: 360

Core modules

Thesis: Marketing management 995 (BEM 995)

Module credits	360.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Year

Research methodology 801 (EBW 801)

Module credits	0.00
Service modules	Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Both Afr and Eng
Academic organisation	EMS Dean's Office
Period of presentation	Year

Module content

The following broad themes are covered:

- An overview of the research process to be followed and the outcomes required of postgraduate students;
- Foundational skills for postgraduate students;
- What is research?;
- What is a theory and how can I ensure that my study makes a clear theoretical contribution?;
- An overview of the structure of a research proposal;
- Identifying and evaluating possible research topics;
- Delineating the scope of a study;
- Writing a literature review;
- Choosing an appropriate inquiry strategy (research approach) for a study;
- Writing the research design and methods section of a research proposal.



Curriculum: Final year

Minimum credits: 360

Core modules

Thesis: Marketing management 995 (BEM 995)

Module credits	360.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Year

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of each student to familiarise himself or herself well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.