



DETAIL GUIDANCE ON POSTGRADUATE SELECTION REGULATIONS AND APPLICATION PROCEDURE FOR THE **PHD SPECIALISING 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.

The **minimum selection requirements** of the PhD specialising in Marketing Management are the following:

- A Bachelor's degree, preferably in Marketing;
- A research-based Master's degree (e.g. MCom). A research based Master's degree assigns more than 50% of the credits to the research project;
- A research-based Master's degree with a clear specialisation in a recognised application area of marketing management;
- Students should have obtained at least 65% for their Masters (preferably MCom) degree to be considered for admission to the programme.

NOTE: 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, the number of students admitted each year will be determined by the available supervision capacity in the Department (including students who are already admitted to the Department's Doctoral programme).

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, tourism marketing and higher education marketing.

2. **SELECTION PROCESS**

Prospective students who meet the requirements set out in the introductory paragraph of this document will be invited to an **entrance exam**. A minimum of 65% must be achieved in the entrance exam to be considered for the Doctoral programme. Selection is based on academic merit only and students will be selected in descending order.

3. **APPLICATION PROCEDURE**

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

- 3.1 Apply online at <https://www.up.ac.za/online-application> for the PhD specialising in Marketing Management (07267043).

Annual closing dates for application:

- International applicants: 31 August
- National applicant: 30 September

NOTE: Students who have graduated at non-South African universities should first have their qualifications evaluated by the South African Qualifications Authority (SAQA) (<https://www.saga.org.za/evaluations-foreign-qualifications>), and submit the report together with their application.

- 3.2 After receiving an official UP reference number, please send (1) a short CV and (2) short description (no more than 500 words) of your research interest to Ms Phuti Tshivhase (phuti.tshivhase@up.ac.za) along with your official UP reference number.
- 3.3 All applicants meeting the minimum requirements will be invited to an entrance exam. The selection requirements set out throughout the rest of this document applies for the competitive PhD specialising in Marketing Management programme.
- 3.4 The outcome of the selection process will be communicated to you by the Faculty of Economic and Management Sciences (FEMS) Postgraduate Student Administration no later than the second week of December of each academic year.
- 3.5 Information on fees and funding is available at <https://www.up.ac.za/article/2749200/fees-and-funding>.