University of Pretoria Yearbook 2017

PhD Marketing Management (07267043)

Duration of study	2 years
Total credits	360
Contact	Prof Y Jordaan yolanda.jordaan@up.ac.za +27 (0)124202997

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) - Credits: 360.00
Research methodology 801 (EBW 801) - Credits: 0.00

Curriculum: Final year

Minimum credits: 360

Core modules

Thesis: Marketing management 995 (BEM 995) - Credits: 360.00

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 students to familiarise themselves 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.