University of Pretoria Yearbook 2018

PhD Marketing Management (07267043)

Minimum duration of study	2 years		
Total credits	360		
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Programme information

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

Not all postgraduate programmes are 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

Prospective students who meet the requirements as set out will be invited to a selection and evaluation process where psychometrics tests and interviews will be completed.

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

Due to capacity constraints, there is 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

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.

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.