University of Pretoria Yearbook 2020

PhD Marketing Management (07267043)

Minimum duration of study	2 years		
Total credits	360		
NQF level	10		
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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's student administration concerning the presentation of this programme.

Admission requirements

- Relevant Master’s degree with an average of at least 65%.
- In addition, students must also pass an entrance examination(with a minimum mark of 65%).

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)

Module credits	360.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Research methodology 801 (EBW 801)

Module credits	0.00
Prerequisites	No prerequisites.
Contact time	Friday and Saturday classes
Language of tuition	Module is presented in English
Department	Economic and Management Sciences Deans Office
Period of presentation	Year

Module content

- Developing the background to a research problem, and developing a problem statement and propositions and hypotheses relevant to their study.
- Compiling a thorough literature review of the topics they intend to study.
- Approaches to research: An overview of the different approaches to research (qualitative, quantitative and mixed methods) and the philosophical approaches that underpin them (positivism, post-positivism, interpretivism, constructivism, critical theory and pragmatism).
- Different research designs in quantitative and qualitative methods, and appropriate sampling approaches for the different research designs.
- Qualitative research methodology: An overview of qualitative methods for organisational research. An overview of the different methodologies on a continuum between modernistic qualitative and post-modernistic qualitative research.
- Quantitative research methodology

Curriculum: Final year

Minimum credits: 360

Core modules

Thesis: Marketing management 995 (BEM 995)

Module credits	360.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	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 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.