



University of Pretoria Yearbook 2022

PhD (Marketing Management) (07267043)

Department Marketing Management

Minimum duration of study 2 years

Total credits 360

NQF level 10

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

1. Relevant master's degree
2. A cumulative weighted average of at least 65% for the master's degree
3. Entrance examination passed 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 Academic Regulations or the Faculty regulations.

Due to capacity constraints, there is not necessarily 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 General Academic Regulations G50 and G54, as well as a compulsory module in Research Methodology.



Curriculum: Year 1

Minimum credits: 360

Core modules

Thesis: Marketing management 995 (BEM 995)

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|-------------------------------|--------------------------------|
| Module credits | 360.00 |
| NQF Level | 10 |
| Prerequisites | No prerequisites. |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Year |

Research methodology 801 (EBW 801)

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|-------------------------------|-----------------------------------------------|
| Module credits | 0.00 |
| NQF Level | 09 |
| 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 |
| NQF Level | 10 |
| Prerequisites | No prerequisites. |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Year |

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.