

University of Pretoria Yearbook 2025

PhD specialising in 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 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

Core modules

Thesis: [Marketing management 995](#) (BEM 995) - Credits: 360.00

[Research methodology 801](#) (EBW 801) - Credits: 0.00

Curriculum: Final year

Core modules

Thesis: [Marketing management 995](#) (BEM 995) - Credits: 360.00

General Academic Regulations and Student Rules

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. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

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

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.