

University of Pretoria Yearbook 2025

PhD specialising in Tourism Management (07267243)

Department Marketing Management

Minimum duration of study 2 years

Total credits 360

NQF level 10

Programme information

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 60% for the master's degree
3. Entrance examination passed with a minimum mark of 65%

Additional requirements

The Postgraduate Committee reserves the right to prescribe additional modules/seminars for a candidate until he/she has met the specified requirements.

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.

Research information

Refer to General Academic Regulations G50 and G54.

The research component comprises the writing of a thesis and a draft article for publication (General Academic Regulation G51). A short proposal has to be submitted to the postgraduate programme manager. Upon approval of the proposal, a supervisor(s) will be appointed. The candidate will work under the guidance of his/her supervisor to develop a detailed research proposal according to the departmental guidelines and regulations. The proposal has to be approved by all relevant committees before the candidate can commence with the thesis. The candidate will then continue to work under supervision of his/her supervisor to complete the research and to

develop and finalise a thesis according to departmental guidelines and regulations. An oral defence of the thesis may be required as part of the final examination.

Before or on submission of the thesis, the candidate must submit at least one draft article for publication in a recognised academic journal. The draft article should be based on the research the candidate has conducted for the thesis and be approved by the supervisor. The draft article is a necessary condition for the degree to be conferred on the candidate.

The research component (thesis and draft article for publication) contributes 100% towards the total requirement for the degree. All prescribed modules are a prerequisite for the thesis.

An approved module from other programmes in other faculties can also be included with the consent from the Postgraduate Committee and the Postgraduate Committee of the other department concerned.



Curriculum: Year 1

Core modules

Research methodology 801 (EBW 801)

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 Dean's 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

Thesis 995 (TBE 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

Curriculum: Final year

Core modules

Thesis 995 (TBE 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

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.