



**FORMATTING INSTRUCTIONS:
Masters and PhD student applications (5-page proposal)**

**DEPARTMENT OF MARKETING MANAGEMENT
SCHOOL OF CONSUMER INTELLIGENCE AND INFORMATION SYSTEMS
UNIVERSITY OF JOHANNESBURG**

Compiled by: Prof C De Meyer-Heydenrych and Prof M Roberts-Lombard

Updated: 25 November 2021

1. INSTRUCTIONS AND FORMATTING GUIDELINES TO FOLLOW WHEN COMPILING YOUR 5-PAGE PROPOSAL TO SUPPORT YOUR MASTERS / PHD APPLICATION

[See pages 3 – 4 of this document for specific examples]

- Margins: 2.5cm on all sides
- Font: Arial
- Line spacing: 1 ½ spacing throughout
- Remove all spaces before and after (this can be found in the “paragraph” drop down box in word) – i.e. the space before and after should be set at 0
- Title of study and all main headings: Arial 14, Capitals letters and bold
- Sub-headings (e.g. 1.1): Arial 12, bold, not in caps
- Secondary headings (e.g. 1.1.1): Arial 11, italics, not in caps
- After secondary headings, (e.g. 1.1.1.) use bullet points
- All paragraphs should be justified
- A space should be included before and after all main headings, but not sub-headings, secondary headings or tables or figures. Ensure a font of Arial 11 and 1 ½ line spacing is used in spaces between headings.
- A space should be included between all paragraphs
- All headings and bullets should be left aligned
- All tables and figures should have headings: Arial 11, bold, not in caps before the table or figure
- Tables and figures should be numbers (e.g. Table 1, Figure 1)
- All tables and figures should have sources underneath the table and figure
- Page numbers should be included at the bottom of the page in Arial 11
- Use Harvard Referencing throughout the document (in-text and for the bibliography)
- The proposal content should not exceed 5 pages (excluding reference list)

2. INFORMATION TO BE INCLUDED IN THE PROPOSAL APPLICATION

The following headings can be used as a guideline of the information to be included in the proposal for the application.

TITLE: (include a title that summarises your study in 8 – 11 words)

1. INTRODUCTION AND BACKGROUND

(in this section provide some background into the industry and provide context into the problem that you want to investigate). (Length of approximately 1/2 page).

2. PROBLEM STATEMENT AND OBJECTIVES

2.1 Problem statement

(This section should demarcate the problem that you want to investigate, why it is important to investigate it and what the **benefits / contribution** would be to theory and industry if this problem were to be solved – i.e. why the study should be done. It should clearly convey the relevance of the study and show that you understand the problem that will be investigated). (Length of approximately 1/2 page).

2.2 Research aim, objectives and hypothesis/propositions

(Include the primary aim, secondary objectives and hypothesis if your study is quantitative in nature. Alternatively include the research questions, objectives and propositions for qualitative research. Include both for mixed method research). (Length of max ½ page).

3. LITERATURE REVIEW

(This section should introduce the main theories that would support your study; a discussion of the constructs that will be researched and links between constructs and be lined to the problem statement. This section should end with a conceptual model of the proposed research. If preferred, the hypothesis can be removed from the previous section and included as applicable in this section). (Length of approximately 1 – 2 pages).

4. RESEARCH DESIGN AND METHODOLOGY

(This section should include the research design and methodology that you envisage to use to solve the problem statement. Substantiations should be given why this design and methodology is most suited for the study. The population, sample and fieldwork procedures should be

included as well as which statistical analysis / methods for analysing data will be used. Describe how the measuring instrument / qualitative forms will be developed and what will be included – i.e. adapted or adopted from other studies or self-designed). Mention the ethical requirements that would need to be considered for your study. Note: This section should be a summary of the methodology and research procedure you envisage to follow for the proposed study and not a discussion of all the various designs available (Approximate length of 1 ½ pages).

5. REFERENCE LIST

(Include all sources utilized for the proposal. Use Harvard referencing. No numbering).

The following link can be used to assist with the referencing methods:

<https://www.uj.ac.za/library/researchsupport/Documents/Harvard%20ref%20techniques%20March%202017.pdf><https://elizedt.wixsite.com/quick-guides>

**VISIT THE WEBSITE OF THE DEPARTMENT OF MARKETING
MANAGEMENT AT www.uj.ac.za/marketing FOR EXAMPLES OF MASTERS AND
PHD DEGREE FULL RESEARCH PROPOSALS.**

TITLE (ARIAL 14, CAPITAL LETTERS & BOLD)

1. HEADING (ARIAL 14, CAPITAL LETTERS, BOLD)

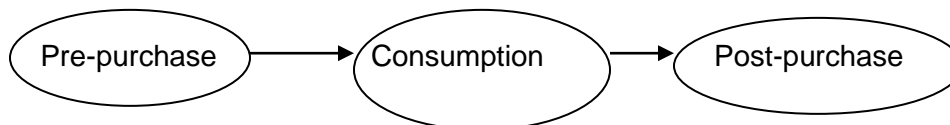
The study of consumer behaviour provides marketers with information about what consumers need and want and how the marketing programs should be designed. Du Plessis & Rousseau (2003:7) state that the survival of organisations in a competitive environment depends on their understanding of consumer behaviour, inclusive of the purchasing patterns of individual consumers. (Text: Arial 11, Spacing 1 1/2 spacing)

1.1 **Sub-headings:** Decision making in Business-to-Business Services (Arial 12, bold)

1.1.1 *Sub-Sub headings: Consumer behaviour (Arial 12I, Italics)*

2. FIGURES

Figure 1: The three stages in the purchasing process of services (Arial 11, Bold)



Source: Adapted from Kasper et al. (2006:103).

3. BULLETS

- The economic and social aspects of relationships;
- Outcomes driven out of necessity and desire;

4. TABLES

Table 1: Description of Concepts in the Relationship Profitability Model (Arial 11, Bold)

Concept	Definition
Perceived service quality	Customers' cognitive evaluation of the service across episodes compared with some explicit or implicit comparison standard
Perceived sacrifice	Perceived sacrifices (price, other sacrifices) across all service episodes in the relationship compared with some explicit or implicit comparison standard

Source: Storbacka, Strandvik and Grönroos (1994:25).