

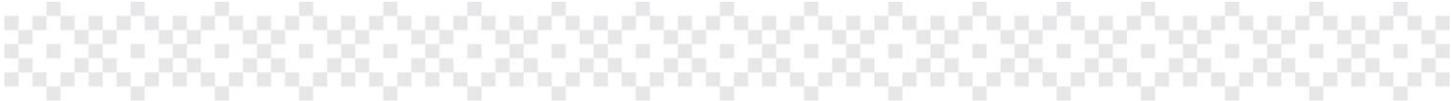


UNIVERSITY
OF
JOHANNESBURG

Department of Marketing Management
School of Consumer Intelligence and
Information Systems
Postgraduate Studies
MCom (Marketing Management)



College of Business and Economics



MCOM (MARKETING MANAGEMENT)

1. GENERAL

Thank you for your interest in the MCom (Marketing Management) degree at the University of Johannesburg. This document will provide a detailed overview of the programme.

2. COMPOSITION OF THE PROGRAMME

The qualification is purely research based and entails the completion of a dissertation only. The programme contains 180 credits and the minimum and maximum time for completion are as follows:

Full time students: Minimum is 1 year and maximum is 2 years.

Part time students: Minimum is 1 year and maximum is 3 years.

3. ABOUT THIS QUALIFICATION

The student should develop applied competencies and practical skills in the acquisition, interpretation reflecting on and application of marketing management principles. The student should obtain a focused competence depending on the topic of the dissertation. The student should show evidence of independent and original scientific work. Students will also display competence in the application of relevant research methodology and the proper written communication of the research process and findings. The student should be able to reflect on his/her research decisions and applications, and to assess the effect thereof in the holistic context of marketing management.

On completion of the programme, students will be able to demonstrate competence in:

- research writing and creative thinking skills in Marketing Management,
- display competence in the application of related research methodology,
- reflect on managerial decisions and applications to assess the effect thereof in the holistic context of Marketing Management

4. ENTRANCE REQUIREMENTS

A student who is in possession of a BCom Honours qualification in Marketing Management or its equivalent on NQF Level 8 in a related field can apply for Masters degree studies. In addition, a minimum overall average of 60% and a minimum of 60% for research methodology at NQF 8 level is also required to apply for admission to this qualification. Student number constraints may necessitate a selection process consisting of selection interviews and a research proposal exercise. The Dean of the College of Business and Economics may refuse a student admission to the master's qualification if of the opinion that the student's academic background is insufficient for the proposed studies.

5. APPLICATION PROCESS

Firstly, an online application **MUST** be made via the UJ website at www.uj.ac.za There the potential candidate will find an online post graduate application link through which he/she need to apply. Once applied, please send confirmation of the application to Prof M Roberts-Lombard at mornayrl@uj.ac.za. When this is completed, the candidate **ALSO** need to submit a **COMPLETE** e-mail application to Prof M Roberts-Lombard. If **BOTH** applications are not submitted, the application of the candidate will not





be considered for further processing by the department. **The application procedure document, the five page proposal writing framework and the proposal writing format document are available on the website of the Department of Marketing Management at www.uj.ac.za/marketing or can be requested from Prof M Roberts-Lombard at mornayrl@uj.ac.za**

6. FAQs

Do I have the correct qualifications to apply for the programme?

Answer:

A student who is in possession of a BCom Honsours qualification in Marketing Management or its equivalent on NQF Level 8 in a related field can apply for Masters degree studies. In addition, a minimum overall average of 60% and a minimum of 60% for research methodology at NQF 8 level is also required to apply for admission to this qualification.

What is the duration of the programme?

Answer:

This will depend on whether the candidate is registered as a full time student or a part time student. The minimum and maximum time for completion are as follows:

Full time students: Minimum is 1 year and maximum is 2 years.

Part time students: Minimum is 1 year and maximum is 3 years.

Answer:

This will depend on whether the candidate is registered as a full time student or a part time student. The minimum and maximum time for completion are as follows:

Full time students: Minimum is 2 years and maximum is 4 years.

Part time students: Minimum is 2 years and maximum is 5 years.

What is the cost of the programme?

Answer:

It is approximately R20 000 per year, with an average increase of 10% per annum. However, as stipulated below, contact UJ Finance for a more exact estimate of the cost.

Do I have to be on campus to do the programme?

Answer:

No, this is not required. However, a study leader can require a candidate to visit the department on an agreed number of times during the year.

If my qualifications are not from South Africa, do I have to verify it through SAQA?

Answer:

Yes. This has to be arranged at least six months in advance with SAQA at www.saqa.co.za.

Can I select a supervisor?

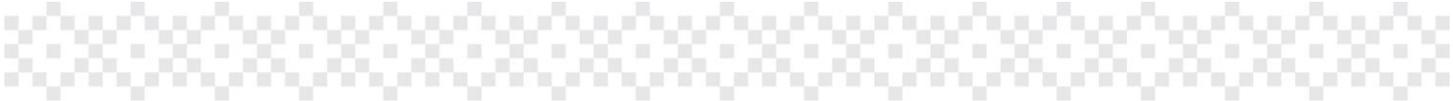
Answer:

Yes. This has to be specified on the letter of application as well as in the e-mail application for Masters degree studies.

Do I decide on my own topic?

Answer:





Candidates need to be proficient in their ability to identify a research topic. The topic needs to be aligned with the focus areas of the department, namely services marketing, Relationship Marketing (including Internal Marketing, CRM through technology as a focus), Marketing in Technology (e.g. social media) and Contemporary Marketing Issues (such as Branding, Consumer Behaviour or Social Marketing). A topic can be changed if so agreed by both the student and the supervisor.

For more information, please contact:

Prof Mornay Roberts-Lombard at (011) 559 3031/3200 or mornayrl@uj.ac.za

Ready to apply?

Visit the UJ homepage www.uj.ac.za and click on Study@UJ to apply for this qualification. All applications are done online.

Cost: *Please visit the UJ Student Finance page for any queries related to the costs of this qualification. The student finance page can be accessed from the UJ home page at www.uj.ac.za. Click on Study@UJ and select Student Finance.*

Bursaries / Funding: Please visit www.uj.ac.za/cbe and click on bursaries to view potential bursary opportunities. You can also visit the UJ home page at www.uj.ac.za and click on Study@UJ followed by Student Finance to view further bursary and funding opportunities.

Key contact information

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