



UNIVERSITY
OF
JOHANNESBURG

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



College of Business and Economics



PhD (MARKETING MANAGEMENT)

1. GENERAL

Thank you for your interest in the PhD (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 thesis only.

3. ABOUT THIS QUALIFICATION


The student should develop applied and highly specialised competencies and practical skills in the acquisition, interpretation, comprehension and application of marketing management principles. Through the doctoral thesis, in which the qualification culminates, a qualifying student would show evidence of independent and original scientific work. The thesis would constitute a decided contribution to knowledge of and insight into the subject discipline as well as the field of research. Qualifying students would also display competence in the application of related research methodology, and the proper written and/or oral communication of the research process and findings. The student should be able to reflect on his/her research 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 Master of Commerce qualification in Marketing Management or its equivalent on NQF Level 9 in a related field can apply for Doctoral degree studies. In addition, a minimum overall average of 65% for the Masters degree at NQF 9 level is also required to apply for admission to this qualification. An additional requirement is research methodology passed at NQF 8 level with an average of 60% or higher. 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 Masters degree qualification in Marketing Management or its equivalent on NQF Level 9 in a related field can apply for Doctoral degree studies. In addition, a minimum overall average of 65% for the Masters degree at NQF 9 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 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 Doctoral 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

Prof M Roberts-Lombard
Department of Marketing Management
Masters and Doctoral degree office
C-Ring 607
University of Johannesburg
Kingsway campus
Auckland Park

Tel: (011) 559 3031/3200

E-mail: mornayrl@uj.ac.za

Website: www.uj.ac.za/marketing

