



Department of Marketing Management
School of Consumer Intelligence and Information
Systems
University of Johannesburg

M COM & PhD DEGREES

Research proposal formatting instructions

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Updated: 25 November 2021

INSTRUCTIONS AND FORMATTING GUIDELINES TO FOLLOW WHEN COMPILING YOUR 25-PAGE MASTERS OR PhD PROPOSAL TO SUBMIT TO THE DREC

[See pages 2 – 5 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
- Cover page: Include a cover page with the title of your proposal (Arial 18, Bold, Caps) and additional information as per page 2 of this document)
- 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 numbered (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 for the proposal itself starting at number 1. The table of contents should have page numbers in Roman Numerals (e.g. i, ii). The cover page should not include a page number.
- Use Harvard Referencing throughout the document (in-text and for the bibliography)
- The proposal content should not exceed 25 pages (excluding reference list, cover page and table of contents). The document should not exceed 28 pages (including cover page and table of contents, but excluding reference list).

TITLE (ARIAL 18, CAPITAL LETTERS & BOLD)

STUDENT NAME: (Arial 11, Capital letters)
Student number: (Arial 11)

Dissertation (if a Masters degree) / Thesis (for a PhD degree)

submitted in fulfilment of the requirements

for the degree

MCom/PhD

in Marketing Management

in the

College of Business & Economics

at the

University of Johannesburg

(Arial 11)

PLACE (Capital letters)

Date

(All Arial 11)

Supervisor/Promotor: XXX

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(All text in the table of contents will be Arial 12. Main headings will be in caps and bold, sub-headings in normal text, secondary headings in italics).

TITLE (ARIAL 14, CAPITAL LETTERS & BOLD)

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

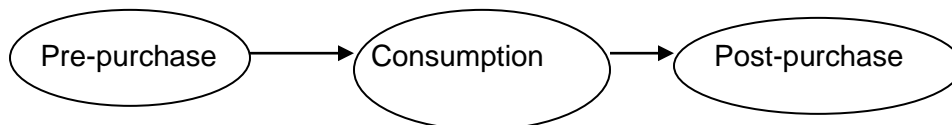
The study of consumer behaviour provides marketers with information about what consumers need and want and how the marketing programs should be designed. Du Plessis & Rousseau (2003:7) state that the survival of organisations in a competitive environment depends on their understanding of consumer behaviour, 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 12, 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).

5. LIST OF REFERENCES (REFER TO THE HARVARD REFERENCING METHOD BY FOLLOWING THE LINK BELOW):

<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 PROPOSALS.