



UNIVERSITY  
OF  
JOHANNESBURG

Department of Marketing Management  
School of Consumer Intelligence and  
Information Systems

Postgraduate Studies

**MASTERS AND DOCTORATE**



College of Business and Economics



## INFORMATION BROCHURE

### RESEARCH-BASED M & D STUDIES 2022

#### DEPARTMENT OF MARKETING MANAGEMENT

#### MEMORANDUM

**TO :** All prospective M & D Students  
**FROM:** Co-ordinator: M & D Studies

**SUBJECT:** ENQUIRY REGARDING M & D STUDIES

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Thank you for your inquiry regarding further studies in the Department of Marketing Management. This information brochure addresses all the aspects that we consider to be of importance in answering any questions you may have. Please study it carefully. Should you have any further queries, please contact us so that we can be of further assistance to you.

You may contact the co-ordinator of the field of study in which you are interested directly, or alternatively, you may approach another lecturer as a proposed supervisor. ***You must, however, arrange an appointment with the M & D Co-ordinator who will submit your application to the Department for the appointment of a supervisor/promoter.***

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# UJ Marketing: Master's and Doctorate Studies

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## 1. DEGREES

The Department of Marketing Management offers research guidance for the following research degrees:

### 1.1 Master's Degree - MCom (Marketing Management)

A student qualifies for the Master's degree if he attains a final mark with a minimum of 50% average; the degree is awarded *cum laude* if the final mark is a minimum of 75% average.

#### 1.1.1 Why pursue a research based MCom qualification?

The qualification develops enhanced research skills, which are in great demand in the global business sector and specialise in an area of marketing management that enables you to consult as an expert in the field. Applied competencies and practical skills in the acquisition, interpretation and application of marketing management principles are also developed. In addition, sound research skills, combined with a niche focus on a specialised marketing topic creates an opportunity for access to Doctoral studies.

#### 1.1.2 What makes a research based MCom qualification unique?

Cutting edge research is secured through specialisation in the areas of Services Marketing, Relationship Marketing (including Internal Marketing, CRM through technology as a focus), Marketing in Technology (e.g. digital and/or social media), Retailing and Contemporary Marketing Issues (such as Branding, Consumer Behaviour or Social Marketing). Furthermore, this qualification provides an access path to Doctoral studies in the field of Marketing Management at NQF 10 level.

### 1.2 Doctorate – PhD (Marketing Management)

A doctorate is awarded if the thesis is accepted and other requirements, as indicated individually, are met. No marks are awarded and the degree cannot be acquired *cum laude*.

#### 1.2.1 Why pursue a research based PhD qualification?

A PhD may enhance your credibility in the specialized marketing related field of your choice, and could allow you to distinguish yourself as a unique problem solver, deep and contextual thinker and an absolute expert in your area of specialisation. A PhD is especially attractive to those individuals that want to challenge themselves mentally, and who wish to grow their future careers to secure top level positions, to establish themselves as expert consultants or to further an academic career.

#### 1.2.2 What makes a research based PhD qualification unique?

It truly challenges an individual's critical thinking and problem-solving skills to engage in a long term research based project of this size. The research produced is often of a very high quality and may result in numerous publications that are attractive to establish the individual as a published author on the subject field. In addition, the requirement for completing a PhD is that the research conducted should add new knowledge to the specific field – a research-based PhD allows for the opportunity to engage in a truly rigorous thinking and writing process and therefore often produces a lot more publication possibilities than PhD's that are article only or course-worked based.



**Note:**

Full regulations are published in the official **University General Regulations book**. This information brochure does not replace the official book, but merely aims at setting out the most important procedures applicable to students in this Department. Therefore **Regulation A11–14** is aimed at all students who intend to register or re-register for research degrees in the Department.

## **2. LENGTH OF STUDY (RESIDENTIAL REQUIREMENTS)**

- 2.1** Master's : minimum two but maximum six semesters.  
Doctorate : minimum four but maximum eight semesters.

**2.2** In exceptional circumstances the Dean may consider a lengthened or shortened study period in cases of merit. In such instances the student must submit a detailed motivation for his request to his supervisor, who will then submit his recommendation to the Dean.

**2.3** In instances where the student's circumstances change (temporarily) and he is not able to devote time to his studies, the Dean may grant postponement on receipt of a written request from the student, recommended by the supervisor. Postponement may be granted for a specific period and may even be granted for a full year. Students to whom postponement is granted do not need to register as students and no University fees are payable. The postponement period does not form part of the total residential requirements (length of study - see paragraph 2.1 above).

## **3. TERMINOLOGY**

The following terminology is used by this University:

### **Doctorates**

Thesis  
Promoter  
Co-promoter

### **Master's Degrees**

Dissertation  
Supervisor  
Co-supervisor

## **4. STUDY REQUIREMENTS**


### **4.1 Master's**

Dissertation (200 to 250 pages)  
Articles for academic journals  
Additional (preliminary) study requirement, as indicated by the supervisor.

The dissertation must *inter alia* provide proof of the student's ability to do scientific research and to report thereon.

### **4.2 Doctorate**

Thesis (300 + pages)  
Articles for academic journals  
Additional (preliminary) study requirements as indicated by the supervisor.



The thesis must make an original contribution to the subject knowledge and the student must have sufficient knowledge of both the research subject and those fields on which the subject has a bearing.

- 4.3** Articles for academic journals are required for both the M and D degrees. These articles are based on the research and must be submitted to the supervisor before the completion of the examination. The aim of the publication of such articles is to make such research results more widely known to fellow experts in the field. The normal procedure is that the student writes the articles (in consultation with the supervisor) and **that the supervisor is co-author of the articles.**
- 4.4** Depending on the student's previous studies, work experience and proposed research subject, it may be necessary to do additional preliminary research. Your supervisor will, when deemed necessary, prescribe an additional study programme. Furthermore, you will be expected to do the necessary self-study on the relevant subjects with which you deal in the manuscript. You are personally responsible to identify and master the sources pertaining to the subject. However, your supervisor may be of assistance to you in this regard.

## **5. STARTING THE THESIS OR DISSERTATION**

With the assistance of the cognate department, a student wishing to register a research proposal for a master's or doctoral degree, will first need to identify a project supervisor who will take care of administrative and academic issues and should in general be a full-time academic employee of the UJ. If the chosen project supervisor wishes, he/she may recommend to the FHDC that one or more co-supervisors be appointed in accordance with the Faculty policy, who may be situated at the UJ or elsewhere. Once these preliminary items have been finalised, the student needs to register formally with the UJ for the degree of choice, and needs to enter into a formal agreement with the supervisor. After registration, the student has a specified period in which to complete the formal project proposal to the point where the FHDC recommends acceptance of the proposal for the stated degree to the Faculty Board, which then informs the Senate HDC.

The implication of the above is that a prospective student may register for a period in order to complete their research proposal.


Master's students have six months while doctoral students have nine months to complete their project proposals to the standards required by relevant Faculty and university policy. During this time they will have access to the UJ resources they require to formulate their project proposals.

Failure to submit the project proposal within the specified period will result in automatic cancellation of registration, unless the FHDC recommends a once-off extension of the enrolment.

## **6. COST OF THE STUDY**

- 6.1** The cost of tutoring, recognition of status, late submission of the dissertation, application fees and registration fees, are determined annually. Details thereof are available from the Finance Department.
- 6.2** Students must register annually during the set periods (see paragraph 15.1) and pay the university fees for the year (or semester).





**6.3** Apart from the formal university fees payable, there are also other costs involved. This includes the following: the cost associated with the actual research (travel and accommodation, questionnaire and the analysis thereof, tracing of sources and photocopies), typing, editing, printing and binding. It is not possible to calculate these costs in advance for each individual student.

## **7. LANGUAGE MEDIUM**

The dissertation may be written either in Afrikaans or English.

## **8. SECRECY AND CONFIDENTIALITY**

**8.1** This aspect refers to the fact that the dissertation is not placed on the bookshelves in the library, nor made freely available. Generally it is difficult to obtain permission to have a dissertation classified as “confidential”.

**8.2** Students are advised to adapt the proposed research subject, or the handling of confidential facts, so that the research report may be made freely available in the library.

## **9. ADMISSION REQUIREMENTS**

**9.1** The normal academic admission requirements and university regulations are applicable to all students enrolling for M and D degrees. This normally means a B Com Hons degree in Marketing Management or a Masters degree in Marketing Management for a PhD. (Candidates with qualifications that have a suitable underpinning in marketing at masters degree level will also be considered for PhD studies).


**9.2** A minimum overall average of 60 percent for the B Com Hons degree in Marketing Management (NQF 8) as well as a minimum of 60 percent average for the research methodology module (inclusive of the research project) at NQF 8 level is required for admission to the M Com degree together with a minimum overall average of 65 percent in the masters degree lectured (or dissertation) for admission to the PhD degree. A minimum of 60 percent average for the research methodology module (inclusive of the research project) at NQF 8 level is also required for admission (However, this does not necessarily mean that a student who meets this requirement will be accepted for further study. Also, there may well be circumstances in which a student who has not attained the required 60 percent may be admitted).

**9.3** Students with degrees from other universities are also considered for admission to M and D studies (see paragraph 16).

**9.4** A limited number of candidates are admitted annually. Prospective candidates are selected on merit (see paragraph 11).

**9.5** The admission of a student commences at the beginning of the year or at the beginning of the second semester and is valid only for the year of registration. Students must re-register annually for as long as their studies continue. Fees are paid annually (or per semester). The fees are determined annually.

**9.6** Each student and supervisor individually submits progress reports to the chairman of the department every six months. Admission and re-registration for the following academic year depends on satisfactory progress during the current year.

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- 9.7** Re-admission to studies after a period of interruption (also including instances mentioned in paragraph 2.3) is subject to written permission from the department, on recommendation by the supervisor.

## **10. LANGUAGE AND TECHNICAL EDITING**

- 10.1** The student is responsible for the submission of the dissertation according to acceptable standards and to the satisfaction of the supervisor.
- 10.2** This implies that, inter alia, the dissertation must be free of language, spelling and typographical errors and that page layout should be in an acceptable format.
- 10.3** A student may hire the services of an experienced typist. There is also no objection to using the services of an experienced editor. However, the responsibility still rests with the student to ensure that language and technical editing of the dissertation meets the required standards.
- 10.4** The study proposal is used, inter alia, to determine whether the student has the ability to meet with the requirements of language and technical editing.


## **11. CLOSING DATES FOR APPLICATIONS**

- 11.1** Research proposals are approved in order of receipt. There is no official closing date for these proposals and applications can be made throughout the year. If a proposal is not received in time for the official registration date, it is kept over for the following opportunity. Annual registration must be completed before the set date (see paragraph 15.2)
- 11.2** No registration will be accepted merely because it is near the closing date for university registration.
- 11.3** It is not necessary that the student submits a completed research proposal prior to registration. After having registered, the student will be granted a period of six months in which to complete this research proposal. Should the student not complete their research proposal in this time period, they will be deregistered.

## **12. SELECTION OF STUDENTS**

- 12.1** Each prospective student should at least comply with the academic and achievement prerequisites (see paragraph 8.1). Besides this, a prospective student must present an acceptable study proposal. Furthermore, a student will only be admitted if a suitable lecturer is available to lead the study.
- 12.2** A student may indicate his preference and request that a certain lecturer be appointed as supervisor. The department will consider the student's wishes, but is not obliged to adhere to them. The lecturer's specialist fields, his/her involvement in ongoing research on relevant subjects and availability (in terms of work load, etc.) will also be taken into account in the appointment of supervisors.





**12.3** Before a prospective student is accepted, he/she must provide proof of his/her ability to complete the prospective study successfully. This is done, *inter alia*, by means of the research proposal (see paragraph 14.1).

**12.4** For selection purposes, a prospective student must hand in a suitable CV (see paragraph 12) as well as the results of his preliminary research (paragraph 13) in the form of a research proposal (paragraph 14 and Annexure 1).

**12.5** The Dean has the authority to refuse a student admission in instances where he is of the opinion that such a student does not meet with acceptable academic standards.

### **13. CURRICULUM VITAE**

**13.1** Each prospective student submits a recent, suitably written CV. Apart from the personal details and full academic record, his/her career history and practical experience are of particular interest, as well as the research and other achievements and his/her future aspirations.

**13.2** Through the CV the supervisor can come to know “the person behind the scenes” and determine what role the research and the study will play in the career and personal development of the candidate.

### **14. PRELIMINARY RESEARCH**

**14.1** Many prospective students wish to attempt advanced studies but are not knowledgeable regarding what this will entail. The preliminary research for the research proposal serves to provide a clear picture of what will be expected from the researcher. At the same time it serves as a self-selection process, to determine whether the prospective researcher is prepared for the task, which he/she wishes to undertake.

**14.2** Furthermore, it offers the student an opportunity to evaluate his/her own motives thoroughly, to acquaint him/herself with the scope of the proposed subject and to work together with the (possible) supervisor on a professional level.

**14.3** The preliminary study is embodied in a research (or study) proposal, which is submitted within an acceptable time after registration.

**14.4** The responsibility for the choice of the research subject rests with the student. Although the lecturer can advise the prospective student on possible subjects, it is not recommended that the lecturer be expected to determine the field of study.

**14.5** The Department of Marketing Management will provide initial guidance to prospective students through the presentation of an annual proposal writing workshop.

### **15. RESEARCH PROPOSAL**

**15.1** The overall objective of the research proposal is to assist with the selection of prospective students. The following aspects are of particular importance:

- the student’s interests, background and experience in the proposed subject;
- the ability of the student to undertake scientific research and to record it in an academically acceptable way;

- the feasibility of the proposed research;
- the research-worthiness of the problem, including the availability of literature;
- a clearly defined problem statement of the research subject;
- clearly defined objectives of the research;
- the proposed research methodology and applicability thereof to the chosen problem;
- the measure in which the research can be verified empirically, or in which information may be gained empirically;
- the area to which the research is limited and the measure to which this can influence the reliability of the research;
- proposed composition of the study in order to achieve the proposed objectives;
- proposed structure of the study and the ability to achieve the proposed objectives; and
- Language command and writing abilities of the student.

**15.2** In Annexure 1 an example is given of a scheme according to which a study proposal may be structured so as to achieve the set objectives, giving the necessary information which should be contained under each heading.

**15.3** Annexure 2 provides an example of the title page for a dissertation and a thesis, together with a short explanation.

**15.4** The study proposal is submitted in typed format and should be between 15 and 20 pages in one-and-a-half spacing (Arial 12 font). This later forms the basis for chapter 1 of the study.

**15.5** A research proposal may be returned to the prospective student for revision. It goes without saying that a lecturer may assist a prospective student in the preparation of the proposal. However, the proposal already serves in this early stage to prove the student's ability to do independent research.

**15.6** The abovementioned aspects merely serve to identify problems and frustrations which may develop— for the lecturer and/or the student, and to offer tips on how to avoid them as far as possible.

## **16. REGISTRATION OF STUDENTS**

**16.1** A prospective student is allowed to register for study at the University only after he/she has been approved as a student by the department (see paragraph 11).

**16.2** Dates for registration and re-registration are set annually and are published in the calendar. These dates are approximately the middle of March and the end of July for residence for the first and second semesters respectively.

**16.3** A student who has not registered (including students who have been granted postponement of studies - see paragraph 2.3) is normally not entitled to library facilities or study guidance.

**16.4** The study leader or Head of Postgraduate studies may deem it necessary for the proposed student to do additional preliminary research, depending on the subject chosen and the content of the previous study programme (see paragraphs 4.4 and 20.8).



## **17. REGISTRATION OF STUDENTS FROM OTHER UNIVERSITIES**

**17.1** Students who attained their previous degrees at other universities, based on which they wish to continue their studies must submit the following documents:

- application for registration at the University (with relevant fee);
- application for recognition of status (with relevant fee);
- certified copy of the degree certificate;
- certified copy of the study record (marks);
- certificate of conduct from the previous university.

**17.2** The certificate of conduct is usually sent directly by the previous university to the University of Johannesburg, but it must be requested by the student.

## **18. APPROVAL OF THE RESEARCH PROPOSAL**


**18.1** In support of the application to the Faculty for admission to the study, the proposed supervisor must indicate the following in writing:

- that the student is competent to do the proposed study;
- that the proposed study is appropriate to the department involved and/or supervisor's specialist field of research methods;
- that the proposed study is desirable with regard to the latest developments in the research on the subject, together with proof in the form of reference to recent relevant literature;
- that the proposed research can be executed with available equipment, and whether additional equipment and resources will be required and how that will be financed;
- that, according to a comparison with available sources of information, the proposed study or a similar study is not currently being done or has not already been undertaken elsewhere, and if so, why the proposed study should also be undertaken at the University of Johannesburg;
- whether essential control needs to be done by the supervisor outside of the Witwatersrand area; and
- the estimated necessary expenses for the University, and a provisional estimate of the University computer time required in the course of the study.

## **19. STUDY GUIDANCE**

**19.1** A supervisor is assigned to each enrolled student. The student is compelled to meet his supervisor for discussions according to a set programme.

**19.2** The student is the researcher and is responsible to undertake the research. The supervisor gives advice but does not do any of the research him/herself.


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- 19.3** The student is obliged to draw up a study programme for approval by the supervisor. Bear in mind that the lecturer also has other work to do; his/her lecture programme and the marking of tests and examination papers normally have a higher priority than the guidance of postgraduate students.
- 19.4** Therefore, discuss your timetable with your lecturer and do not take study leave without at least ensuring that your supervisor will be available to you then to the extent which you require.
- 19.5** Please note that the following times are normally very busy times for a lecturer, during which he/she will have little time for study guidance: June, July, November, December and January.
- 19.6** Also take into account that when you wish to submit the final manuscript for examination, there may also be other students who have the same aspirations! Your supervisor cannot possibly provide everybody with the necessary guidance at the same time.
- 19.7** Each chapter you submit should reflect your pride in your work. It must be a display of the academic level befitting your degree (Master's or Doctorate). This means, *inter alia*, that you should be proud of the work you have done and be willing to associate your name with it publicly. It also shows the measure of respect which you have for yourself and your supervisor.
- 19.8** Your manuscript should thus be on the level expected of a Master's or Doctorate candidate. It should be well rounded off with regard to subject matter, academic standard, language and technical editing and must be thoroughly proofread. You cannot expect your supervisor to do your technical, typographical or language editing.
- 19.9** The supervisor normally comments on the submitted chapter(s) of the manuscript within a reasonable time. The student then makes the (agreed) corrections and accepts the guidance of his supervisor.

## **20. APPROACHING COMPLETION OF THE DISSERTATION**

- 20.1** The graduation ceremonies take place in March and September each year. In order to ensure that the necessary administrative aspects are dealt with in time, certain closing dates are set.
- 20.2** The student must advise the Assistant Registrar in writing before the end of September (for the March graduation) or the end of March (for the September graduation) of his intention to submit his dissertation for examination. A copy of this letter must be handed to the supervisor.
- 20.3** The supervisor submits a proposal to the Chairman of the Department which is then submitted to the Dean, who will, in turn, appoint examiners.
- 20.5** The supervisor (and co-supervisor) are assisted by at least one external examiner (M studies) or at least two external examiners (D studies).


## **21. COMPLETION OF THE STUDY**

- 21.1** The student submits the manuscript to the Assistant Registrar for examination before 31 October for the March ceremony (or 15 May for the September ceremony). The University undertakes,



as far as it is in its power, to complete the examination in time for the following graduation ceremony.

- 21.2** However, the student may also submit his/her dissertation at a later date, in which case the University can provide no guarantee that the results will be available in time for the following graduation ceremony. If the examination copy is submitted later than 30 June (for students who are only enrolled for the first semester), or later than the closing of the University in December, examination fees will be payable.
- 21.3** The manuscript must meet the normal academic requirements in terms of language, technical and content editing. Furthermore, references and listing of sources must be done according to the Harvard method. The supervisor will provide the necessary guidance in this regard. Each manuscript must also contain a synopsis of the research (in English). (There is no objection to the enclosure of an Afrikaans synopsis as well.)
- 21.4** The typing must be done in A4 format, in one-and-a-half spacing, printed on one side of the page only. For examination purposes it is recommended that the binding should be done in an inexpensive format (soft cover) to save on costs. The number of copies required is one more than the number of examiners, plus one unbound copy. (A student may provide the final copy in A5 format and/or printed on both sides of the page. However, this is not recommended for examination purposes).
- 21.5** The University requires that the supervisor give formal consent to the dissertation being submitted for examination. It is strongly recommended that the student should discuss the matter in good time with the supervisor in order to gain written approval.
- 21.6** The D students must submit a *Curriculum Vitae* as well as a *Laudatio* to their promoters. Each is limited to a maximum of 100 words. This is incorporated into the programme of the graduation ceremony. The promoter is responsible for the final wording, which is then submitted to the Assistant Registrar.
- 21.7** After the examination reports have been submitted to the Assistant Registrar by the examiners, the supervisor receives copies thereof and writes a summary report containing these comments. This is submitted to the Assistant Registrar for presentation to the Faculty Examination Committee. The Examination Committee makes a recommendation to the Vice Rector, who in turn makes a recommendation to the Rector, who finalises the result on behalf of the Executive Committee.
- 21.8** After completion of the dissertation/thesis and after the reports of the examiners have been received, an oral examination on the subject on which the study has been undertaken, can take place if required by any of the examiners of the examination committee.
- 21.9** The Assistant Registrar advises the student of the result. This serves as proof that the student has met or has not met all the requirements of the degree.
- 21.10** After the examination has been completed, the supervisor can (on instruction by the Examination Committee) require that further amendments be made to the manuscript. This must be done before the closing date as determined by the Assistant Registrar. The supervisor must satisfy him/herself that this has been done in accordance with instructions and must report to the Assistant Registrar.

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- 21.11** The student must submit the final manuscript (with corrections if required) to the Assistant Registrar by the date set by the Assistant Registrar. The accepted manuscript is bound in artificial leather with the title of the dissertation and name of the student printed thereon in gold (on the front and spine of the book). The number of copies required is one more than the number of examiners, plus three unbound copies.
- 21.12** The supervisor will then advise the Assistant Registrar in writing that the student has complied with all the requirements for a publishable article.
- 21.13** If the dissertation/thesis is not approved, the student may only present him/herself for re-registration if special permission is granted by the faculty. If the thesis is not approved, the student may not submit a thesis on the same subject again.
- 21.14** It is accepted practice that the student and his supervisor should be present at the graduation ceremony. If one of them is not able to attend, etiquette requires that the other be advised.
- 21.15** In the case of D students, it is accepted practice that the student should not use the title “doctor” until such time as the degree has been conferred on him officially at a graduation ceremony.





## **ANNEXURE 1: POSSIBLE PLAN FOR THE PRESENTATION OF THE RESEARCH PROPOSAL**

### **1. BACKGROUND**

Describe the milieu/environment within which the research is undertaken.

### **2. PROBLEM STATEMENT**

Emanates from the background description;  
Formulation of the problem;  
Problem statement /challenge/opportunity.

### **3. PURPOSE OF THE RESEARCH**

Emanates from the problem statement.  
What is the objective of the research?  
This forms the “mission” of the research.  
Develop primary and secondary objectives for the research

### **4. RESEARCH METHODOLOGY**

What research methodology is considered?  
Why is this particular method chosen?  
Fit the chosen method to the stated objectives  
Is the proposed method feasible?  
What does the chosen method entail?

### **5. RESTRICTIONS TO WHICH THE STUDY IS SUBJECTED**

What is incorporated in the research?  
What is left out - and the reasons why?  
Influence of the restrictions on the validity of the research

### **6. KEY TERMS**

Here the key terms which are in the title and critical to the study are briefly defined

### **7. DIVISION OF THE STUDY**

Chapter allotment/succession  
Structure  
Balance - relative importance (and length) of chapters  
- relative importance (and length) of sub-sections

### **8. LIST OF SOURCES CONSULTED**

**NB:** The BACKGROUND gives rise to the PROBLEM STATEMENT, from which a number of OBJECTIVES are formulated. To reach these objectives in a meaningful way, it will be necessary to choose a specific RESEARCH METHODOLOGY, taking into account the LIMITATIONS of the study. The DIVISION of the study is logically structured and forms a CONTINUOUS GOLDEN THREAD through which the set objectives are sought throughout the dissertation.



**ANNEXURE 2: TITLE PAGE OF THE THESIS, DISSERTATION OR MINI-DISSERTATION**

Full approved title<sup>1</sup>

Full names of candidate

Thesis<sup>2</sup>

submitted in fulfilment<sup>3</sup> of the requirements

for the degree

Philosophiae Doctor <sup>4</sup>

in

Marketing Management<sup>5</sup>

in the

College of Business and Economics<sup>6</sup>

at the

University of Johannesburg

JOHANNESBURG<sup>9</sup>  
Month / Year<sup>10</sup>

Promoter<sup>7</sup>: Name  
Co-promoter<sup>8</sup>: Name



## ANNEXURE 2 (CONTINUE): TITLE PAGE OF THESIS OR DISSERTATION

### **Notes**

- Note 1: The candidate must ensure that the title of the work is precisely that which was approved, including the use of capitals and punctuation.
- Note 2: For a D degree: thesis  
For an M degree: dissertation
- Note 3: “submitted in fulfilment of the requirements.”
- Note 4: Philosophiae Doctor  
Magister Commercii
- Note 5: Marketing Management
- Note 6: College of Business and Economics
- Note 7: For a D degree: Promoter  
For an M degree: Supervisor
- Note 8: Co-promoter or Co-supervisor (if applicable).
- Note 9: JOHANNESBURG, as seat of University of Johannesburg, serves as place of publication.
- Note 10: Date of submission of work for examination.



## **ANNEXURE 3: EXAMPLE OF CURRICULUM VITAE AND LAUDATION OF DOCTORATE CANDIDATES**

### **MASHIMBYE, Nkhensani Mavis**

#### **Curriculum Vitae**

Nkhensani Mavis Masimbye qualified (cum laude) as a teacher from Tivumbeni Training College in 1975. Her tertiary studies included a BA (1987) and a UED (1988) through the University of Venda. In 1991 she obtained a BEd degree in Remedial Education from the University of the Witwatersrand; in 1992 an MEd in the Psychology of Education from RAU, and in 1993 a Diploma in Educational Management from the University of Venda. She started her teaching career as a mathematics teacher at Humula High School and was promoted in 1984 to her current post of Head of Department (Educational Psychology). She has two children.

#### **Laudatio**

This thesis explored reasons why school guidance does not receive adequate attention despite a renewed focus on the subject. It became clear that trained school guidance teachers are frustrated by a lack of urgency from various sources regarding her subject. It was emphasised that this subject should play a major role in developing abilities that go beyond vocational knowledge to include crucial life skills such as self-discipline, integrity, time management and the ability to work without supervision. The major contribution of the thesis is an innovative approach to the implementation of school guidance as a pivotal subject.