

## DOCTOR TECHNOLOGIAE: MARKETING

Qualification code: DTMK96 - NQF Level 8

Campus where offered: Pretoria Campus

### Important notification to new applicants:

Before submitting an application for admission, applicants are advised to consult the University's website for possible new qualifications which are aligned with the newly-implemented Higher Education Qualification Sub-Framework.

### REMARKS

- a. *Admission requirement(s):*  
A Magister Technologiae: Marketing or a qualification at NQF Level 8 (old) or NQF Level 9 (new) in any recognised field of marketing such as consumer behaviour or marketing decisions or any application/specialised field in marketing such as business-to-business, international, services, retail, relationship, social, not-for-profit, tourism, sport, event, leisure or recreation Marketing.
- b. *Selection criteria:*  
A structured interview with a selection committee. The candidate will, *inter alia*, be judged according to the following criteria:
- A research proposal, which has to be submitted.
  - Certificate of conduct.
  - Motivation for further studies.
  - Previous academic performance.
- c. *Duration:*  
A minimum of two years and a maximum of five years.
- d. *Presentation:*  
Research.
- e. *Intake for the qualification:*  
January and July.
- f. *Rules on postgraduate studies:*  
See Chapter 8 of the Students' Rules and Regulations for more information.
- g. *Subject credits:*  
Subject credits are shown in brackets after each subject.

### CURRICULUM

CODE	SUBJECT	CREDIT
MRK710T	Thesis: Marketing	(2,000)
MRK710R	Thesis: Marketing (re-registration)	(0,000)
TOTAL CREDITS FOR THE QUALIFICATION:		<b>2,000</b>

