Master of Philosophy
in Marketing

- **SAQA ID:** 86806
- **NQF Level:** 9 (180 Credits)
- **Study Options:** Online
- **Duration:** Full-time (18 months) | Part-time (2 years)

Career Opportunities:

- Senior Marketing Manager
- Chief Marketing Officer (CMO)
- Senior Marketing Strategist
- Marketing Research Manager
- Marketing Intelligence Specialist
- Academic Researcher



Overview
of the Programme

The Master of Philosophy in Marketing is an IMM Graduate School qualification registered at NQF Level 9 (SAQA ID 86806) and quality assured by the Council on Higher Education (CHE) South Africa.

This research-focused postgraduate qualification develops advanced expertise in marketing research, strategic marketing, and marketing intelligence. Students gain specialist knowledge of research methodologies, advanced marketing theories, and analytical frameworks while conducting independent research that contributes to the marketing discipline.

The programme culminates in a supervised research dissertation that advances knowledge in marketing and prepares graduates for senior leadership, research, and academic careers.

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1 Career and Further Study Progression

Graduates are equipped to source, analyse, and apply marketing intelligence to support strategic decision-making within organisations.

This qualification prepares graduates for senior marketing leadership, advanced research roles, and doctoral-level study (PhD), enabling them to contribute to industry innovation and academic thought leadership.

2 Programme Structure

The Master of Philosophy in Marketing is a research-focused postgraduate qualification structured around independent research and academic milestone progression.

Required Modules and Milestones

- **Induction Phase:** Development and approval of a comprehensive research proposal (a compulsory six-month pre-registration phase before formal registration).
- **Research Proposal Milestone:** During the Induction phase, students are expected to attend compulsory virtual research workshops.
- **Advanced Skills Development:** During the Induction phase students are expected to complete the asynchronous academic skills development module.
- **Dissertation Milestone:** Completion and submission of a Master's research dissertation, together with a publishable academic article.
- **Completion Timeframe for Dissertation:** Normally completed within 18 months to three years, depending on the registration type.
- **Extension Policy:** One extension of up to six months may be granted under approved circumstances.

3 Programme Exit Level Outcomes

Upon successful completion of the qualification, graduates will be able to:

- Demonstrate specialist knowledge of marketing intelligence and critically evaluate current marketing research and practice.
- Design, select, and apply appropriate research methods to investigate complex marketing challenges.
- Develop and implement strategies for gathering, managing, and analysing marketing information.
- Apply advanced quantitative and qualitative research methods to solve marketing problems.
- Communicate and defend research findings using accepted academic and professional standards.
- Demonstrate advanced scholarship and communicate research effectively to academic and professional audiences.
- Apply ethical principles throughout the marketing research process.
- Supervise, implement, and contribute to advanced marketing research projects.
- Critically evaluate and synthesise primary and secondary research to produce high-quality marketing research reports.
- Lead strategic initiatives and implement systems within marketing organisations.

4 Study Options

The IMM Graduate School offers this qualification through an Online learning format.

Students benefit from:

- A structured online learning platform supporting independent research and academic engagement.
- Live online academic workshops.
- Individual supervision from dedicated research supervisors.
- Access to the online information centre and a wide range of international academic research resources.

Students can also access the latest academic resources, including yearbooks, fee structures, academic calendars, application forms, and institutional policies.

5 Admission Criteria

Applicants must meet the following minimum admission requirements:

Academic Requirements

Applicants must hold an appropriate NQF Level 8 qualification from an accredited higher education institution with an overall average of at least 60%, including one of the following:

- A Bachelor of Commerce Honours with Marketing Management and Research Methodology.
- A Bachelor of Philosophy Honours with Marketing Management and Research Methodology.
- A Bachelor of Arts Honours in Marketing Communications with Marketing Management and Marketing Communications.
- A Postgraduate Diploma that includes a research module.
- Students who graduated with a Postgraduate Diploma without Research can enrol on a compulsory Pre-Master's admission course of six months. Upon completion, they may continue with the Master of Philosophy in Marketing.
- Another equivalent qualification that includes a recognised research component.

Additional Admission Requirements

Applicants must also:

- Submit a provisional research discussion document for evaluation by the Research Committee.
- Submit a comprehensive curriculum vitae (CV).
- Submit a motivational letter.
- Successfully complete an interview with the Postgraduate Studies Committee.

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