

Master of Philosophy (MPhil) in Marketing

SAQA ID: 86806

Overview of Programme

Our Master of Philosophy in Marketing programme is an IMM Graduate School qualification on NQF level 9 and is quality assured by the Council on Higher education (CHE) South Africa. You can complete this qualification in 18 months, but if life gets in the way, you have 4 years to wrap it up.

Marketing is all about knowing your customer and making sure that all their product needs are met. The goal of our Master's programme is to equip you with specialist knowledge of various research methodologies and to expose you to advanced marketing models and theories in a very practical way. By the end of the programme, you will be competent in designing and implementing strategies for processing and managing information in order to produce significant marketing insights and you will have had the opportunity to add to the body of academic knowledge in a specialist marketing area.

Once qualified, you can use your superior knowledge of sourcing marketing intelligence and initiating research to collect and leverage the data at your disposal within your organisation. You will be equipped to identify opportunities and creatively analyse complex strategic problems. You may even find yourself designing and applying your own methods and techniques for researching and investigating challenging marketing problems.

On completion, you will have mastered the art of information collection and analysis to inform strategic marketing initiatives and will have the confidence to initiate, lead and implement data collection and analysis processes and systems in a marketing division of a global company.

Mode of delivery

The IMM Graduate School offers its qualifications primarily in an online format, augmented by a variety of additional content. The core material is available in a compelling digital presentation, complete with pacers, self-assessment opportunities, links to further material, articles of interest, and more. This digital portal also serves as the primary point of contact and communication on academic and administrative matters with a dedicated team to respond to student queries.

The content delivery is supported by regular eTutorials recorded and posted on the portal. eDiscussions facilitate further student to lecturer interaction.



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Learning outcomes

- Demonstrate specialist knowledge of marketing intelligence to enable engagement with and critique of current marketing research and practice.
- Design, select, and apply appropriate and creative methods and techniques to engage with advanced marketing theory and investigate complex marketing problems.
- Design and implement a strategy for processing and managing information in order to conduct a comprehensive view of leading and current research in the area of marketing to produce significant insights.
- Use a wide range of specialised skills in identifying, conceptualising, designing, and applying quantitative and qualitative market research methods, and implement an appropriate process of enquiry for the area of study.
- Use resources of academic and professional discourse to communicate and defend ideas and products of research in an area of specialisation.
- Demonstrate advanced scholarship and research and use a range of advanced and specialised skills and marketing discourses to communicate to a range of audiences.
- Apply ethics in marketing research, and understand the implications of complex ethical issues in gathering marketing intelligence, and in implementing marketing strategies.
- Demonstrate specialist knowledge of advanced marketing research techniques to supervise, implement, and assist with marketing research projects.
- Demonstrate the critical selection of secondary and primary research information and process the information for the purpose of producing a marketing research report
- Produce an advanced strategic marketing plan, communicate the plan to all relevant role players and implement the plan.
- Produce and communicate information in a business environment with respect to conventions around intellectual property, copyright and plagiarism.
- Lead and/or initiate processes, and implement systems in a marketing division or company.

Admission Criteria

- BCom Honours with Marketing and Research Methodology on NQF Level 8 (HEQSF aligned); or
- BPhil Honours with Marketing and Research Methodology on NQF Level 8 (HEQSF aligned); or
- BA Honours in Marketing Communications with Marketing and Marketing Communications as majors on NQF Level 8 (HEQSF aligned); or
- Any other equivalent qualification.
- An overall average of 60% must have been achieved on the NQF level 8 qualification.
- A CV and motivational letter are required.
- In addition, students may be required to submit a provisional research proposal to the IMM Graduate School Research Committee within 4 years.