

# MPhil Degree in MARKETING RESEARCH

Presented by the GfK Programme in Marketing  
Research at the University of Pretoria



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA  
Faculty of Economic and Management



## Presented by the Growth from Knowledge (GfK) Programme in Marketing Research at the University of Pretoria

The best companies base their business and marketing decisions on verified information obtained from sound research.

If you are a current research practitioner, or someone wanting to enter the research industry, you have to enrol for the MPhil degree with specialisation in Marketing Research. It will also benefit business and marketing managers immensely who are responsible to commission such research and who have to deal with research suppliers.

Enrol today if you want to add real value through your mastery of business and marketing research. Brief description

### Brief description

The two-year part-time MPhil degree with specialisation in Marketing Research will be offered from 2014 and will be conferred by the Department of Marketing Management. The intake for the degree will follow a two-year cycle and students will only be taken in every two years. Please visit the following link and click on master's degree for further information: <http://www.up.ac.za/gfkprogramme>.

### Prerequisites for admission to the degree:

An honours degree or equivalent in the Economic and Management, Social or other Sciences as deemed appropriate by the Programme Manager with an average mark of at least 60% for all the subjects, as well as appropriate courses in statistics and research methodology. All applicants may be required to undergo a selection process consisting of individual interviews and may be required to do an exemption evaluation and attain at least 65%.



### How to apply:

Candidates should apply online at  
[www.up.ac.za/apply](http://www.up.ac.za/apply).

### Closing date for applications:

South African applicants: 30 September 2013.

International applicants: 31 July 2013.

International applicants also have to complete the international TOEFL ([www.toefl.org](http://www.toefl.org)) or IELTS ([www.ielts.org](http://www.ielts.org)) test in English language.

### For more information, contact:

Mrs Marie Muller: +27 (0)12 420 3322,  
[catharina.muller@up.ac.za](mailto:catharina.muller@up.ac.za)  
Prof Gustav Puth: +27 (0)12 420 4981,  
[gustav.puth@up.ac.za](mailto:gustav.puth@up.ac.za)

# MPhil-graad in BEMARKINGSNAVORSING

aangebied deur die Growth from Knowledge (GfK)-program in  
Bemarkingsnavorsing by die Universiteit van Pretoria



## Aangebied deur die Growth from Knowledge (GfK)-program in Bemarkingsnavorsing by die Universiteit van Pretoria

Die beste maatskappye se sake- en bemarkingsbesluite berus op inligting wat deur behoorlike navorsing verkry en deeglik getoets is.

Indien u tans 'n navorsingspraktisyn is, of graag tot die navorsingsbedryf wil toetree, beveel ons aan dat u vir die MPhil-graad in Bemarkingsnavorsing inskryf. Dié kwalifikasie sal ook van groot waarde wees vir sake- en bemarkingsbestuurders wat vir die uitvoer van navorsing opdrag moet gee en met die verskaffers van navorsing moet onderhandel.

Skryf vandag in indien u werklik deur u kundigheid op die gebied van sake- en bemarkingsnavorsing waarde wil toevoeg.

### Kort beskrywing

Die deelydse tweejaar-Mphil-graad met spesialisasie in Bemarkingsnavorsing sal deur die Departement Bemarkingsbestuur toegeken word en word vanaf 2014 aangebied. Aangesien die kursus in 'n tweejaarsiklus aangebied word, sal studente slegs elke tweede jaar aanvaar word. Besoek gerus die volgende skakel en klik op "Meestersgraad" vir verdere inligting: <http://www.up.ac.za/gfkprogramme>.

### Voorvereistes vir toelating tot die graadkursus

'n Honneursgraad of gelykstaande kwalifikasie in Ekonomiese en Bestuurs- of Sosiale Wetenskappe, of in 'n ander wetenskap wat deur die Programbestuurder as toepaslik beskou word, met 'n gemiddelde punt van minstens 60% vir al die vakke, asook toepaslike kursusse in statistiek en navorsingsmetodologie. Daar kan van kandidate verwag word om aan 'n keuringsproses deel te neem. Dié proses sal individuele onderhoude insluit en kandidate kan versoek word om 'n vrystellingsevaluasie af te lê wat hulle met 65% moet slaag.



**Hoe om aansoek te doen**  
Aansoeke moet aanlyn gerig word aan  
[www.up.ac.za/apply](http://www.up.ac.za/apply).

**Sluitingsdatum vir aansoeke: Sluitingsdatum vir  
aansoeke:**

**Suid-Afrikaanse kandidate:** 30 September 2013.

**Internasionale kandidate:** 31 Julie 2013.

**Internasionale kandidate moet ook een van die  
volgende taaltoetse in Engels aflê: TOEFL ([www.toefl.org](http://www.toefl.org)) of IELTS ([www.ielts.org](http://www.ielts.org)).**

**Verder inligting kan verkry word van:**

**Mev Marie Muller:** +27 (0)12 420 3322,  
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