

# Marketing programmes presented by Open Window University

**Programme:**

Master of Philosophy in Marketing

**Duration:**

18 months (minimum), 3 years (maximum)

**Credits:**

180 credits

## Introduction:

The world of marketing is exciting, dynamic and continually evolving. The goal of the 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 practical way. On completion of the programme, you will be competent in designing and implementing strategies for processing and managing information in order to gain significant marketing insights. In addition, you will have had the opportunity to add to the body of academic knowledge in a specialist marketing area.

## Overview:

The Master of Philosophy in Marketing is a qualification offered by the Open Window University for the Creative Arts (Zambia), in partnership with the IMM Graduate School (South Africa). The degree is co-badged, meaning that it is conferred by both institutions. The qualification is at ZQF level 9 and quality assured by the Higher Education Authority (HEA) of Zambia. You can complete this qualification in 18 months (it may be extended to a maximum of 3 years). Before the start of the programme, students are required to register for, and complete a MOOC (Massive Open Online Course) prior to them attending the Research Methodology Workshop. The MOOC, "Postgraduate Academic Literacy for Management and Business Students" is available on the EDX platform, and requires the student to spend 3 to 4 hours per week over 4 weeks to complete it.

The Research Methodology Workshop, a compulsory attendance requirement for the students, covers research methodology related to the frameworks of qualitative, quantitative and mixed methods research approaches. This workshop is aimed at preparing the student for undertaking the research process. The MPhil in Marketing programme contains no taught component, but the student is assigned a supervisor. The entire programme is made up of 3 core requirements the students are required to complete:

1. A research proposal of approximately 10 000 words
2. A full dissertation consisting of between 25 000 and 30 000 words
3. A publishable article of between 3 000 and 5 000 words

Once qualified, graduates are able to use their superior knowledge of sourcing marketing intelligence and initiating research to collect and leverage the data at their disposal within their organisations and in the broader environment in which they operate. They will be equipped to identify opportunities and creatively analyse complex strategic problems. Certain graduates have successfully gone on to designing and applying their own methods and techniques for researching and investigating challenging marketing problems.

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

# Master of Philosophy in Marketing

## Learning Outcomes:

- Demonstrate specialist knowledge of marketing intelligence to enable engagement with and critique of current marketing research and practice through application of 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 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.
- Demonstrate advanced research ability and use a range of advanced and specialised skills research.
- Demonstrate specialist knowledge of advanced marketing research techniques to supervise, implement, and assist with marketing research projects.
- Produce an advanced strategic marketing plan, communicate the plan to all relevant role players and implement the plan.
- Lead and/or initiate processes, and implement systems in a marketing division or company.

## Conclusion:

It is clear from the above that the MPhil in Marketing is not only a highly desirable qualification but also achieves the goal of cultivating independent study and the opportunity to acquire deeper knowledge of a specialist area in marketing. In a world where continuous learning has become a way of ensuring personal growth and the ultimate way of self-empowerment, the marketing environment is constantly changing and demanding new and deeper levels of knowledge. Those who are versed in doing research, ensure not only the enhancement of their personal knowledge, but become an important and valuable resource for the organisations they work with.

## Mode of Delivery:

The tuition will be offered primarily in a virtual learning environment augmented by additional content, and workshops where discussion, debate and mentoring opportunities with fellow students and subject experts enrich your research project.

All students will have a supervisor appointed to guide, mentor and advise them through the stages of the process and towards completion of the required deliverables.

## Admission Criteria:

*4-year Bachelor's degree or Honours 4-year degree with research as a module component at ZQF level 7.*

*Any other equivalent qualification.*

*An overall average of 60% must have been achieved on the Bachelor's or the Honours degree.*

*A result of 65% must also have been achieved for Research Methodology at ZQF level 7.*

*A CV and motivational letter are required.*

*In addition, applicants are required to submit a provisional research proposal to the joint Open Window University and IMM Graduate School Research Committee.*