

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.P01.GD02
		Issue No.	01
		Effective Date	01.08.2022

SECTION A: QUALIFICATION DETAILS													
QUALIFICATION DEVELOPER (S)		University of Botswana											
TITLE	Doctor of Philosophy in Marketing										NCQF LEVEL	10	
STRANDS (where applicable)	N/A												
FIELD	Business, Commerce, and Management Studies			SUB-FIELD		Management Studies			CREDIT VALUE	360			
New Qualification						✓		Legacy Qualification					
SUB-FRAMEWORK		General Education			TVET		Higher Education			✓			
QUALIFICATION TYPE	Certificate	I	II	III	IV	V	Diploma	Bachelor					
	Bachelor Honours			Post Graduate Certificate			Post Graduate Diploma						
	Masters					Doctorate/ PhD			✓				
RATIONALE AND PURPOSE OF THE QUALIFICATION													
RATIONALE: <p>In common with other countries, Botswana is experiencing the effects of a number of powerful global trends which require advanced skills in anticipating, managing, and initiating change, at the national, institutional, organisational, and individual levels. Globalisation of business and intensifying competition for markets are major features of accelerating technological, political, economic, social, and cultural change. Governments and organisations are increasingly required to keep up with these trends.</p>													

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Increasingly, governments are responding to these challenges by recognising the urgent need for advanced intellectual, analytical, and creative skills (Hancock et al. 2015). As in many countries, the training of professionals at the PhD level is now a major and growing element in meeting these challenges (McAlpine, L., Castello, M. & Pyhaltö, K., 2020). This development is increasingly creating career opportunities for PhD graduates in tertiary education institutions and in business organisations which undertake research as a critical function. For example, in Botswana, Botswana Stock Exchange, Bank of Botswana, Local Enterprise Authority (LEA), Citizen Entrepreneurial Development Agency (CEDA), Botswana Trade and Investment Centre (BITC) among others.

In Botswana, policy makers and managers face crucial challenges concerning the management of the national economy, specifically in the areas of trade, productivity, entrepreneurship, and national competitiveness. In response to some of the identified challenges, relationship management, digital marketing, business intelligence, research and development management, sales and marketing, product management, marketing and public relations, personal branding, international marketing, logistics management, services management were some of the areas identified as occupations in high demand (HRDC, 2016). These areas are within the field of marketing and can benefit from a PhD in marketing. This is further consistent with Botswana's Vision 2036 seeks to transform the Botswana society to be "knowledgeable with relevant quality education that is outcome based" (Government of Botswana, 2016, p. 20). This is a clandestine call to enhance knowledge creation through graduate studies and research that drives the knowledge-based economy.

The United Nations' Sustainable Development Goals further put emphasis is on ensuring an "inclusive and equitable quality education and promote lifelong learning opportunities for all". Therefore, the Doctor of Philosophy in Marketing qualification provides a robust, systematic research training for scholars who wish to pursue in-depth PhD studies in Marketing and related consumer behavioural areas in line with the HRDC (2016) top occupations in high demand and global demand for PhDs (McAlpine, L., Castello, M. & Pyhaltö, K., 2020). This aim of the qualification will be achieved by providing resources and facilities at the cutting edge of teaching, learning, researching, monitoring and assessment.

PURPOSE: (itemise exit level outcomes)


The purpose of the qualification is to produce graduates with most advanced knowledge, skills, and competences to;

- Conduct original scientific work.
- Demonstrate competence in research methodology and theory.
- Demonstrate ability to contribute to the frontiers of knowledge in marketing.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

1. NCQF Level 9 (Master's degree in the same or cognate field of study or MPhil.).
2. Access through Recognition of Prior Learning (RPL) in line with institutional and national policies.

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SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
<p>1. Apply critical and independent thinking, as well as originality in the development of research.</p> 	<p>1.1 Demonstrate competence in conducting original academic research in marketing.</p> <p>1.2 Design and present a scholarly research proposal in marketing.</p> <p>1.3 Carry out critical review of literature and evaluation of knowledge gaps.</p> <p>1.4 Critique existing theories and formulate a theoretical framework guiding research in marketing.</p> <p>1.5 Demonstrate sound writing skills and confidence in the presentation of knowledge, concepts, and theories in marketing.</p> <p>1.6 Interpret research findings to draw sound academic conclusions.</p>
<p>2. Contribute to inquiry, development, and synthesis of new knowledge in the theory and practice of marketing.</p>	<p>2.1 Demonstrate advanced specialised knowledge in marketing.</p> <p>2.2 Critically apply theories, methodologies, and knowledge to address fundamental questions in marketing.</p> <p>2.3 Pursue research of significance in marketing.</p> <p>2.4 Critically identify who will benefit from the knowledge and its significance to the beneficiaries.</p> <p>2.5 Advance its application to global business practitioners, global consumers, public policy, and society at large.</p> <p>2.6 Advance the limitations of the research that is conducted in marketing and further opportunities for future research.</p>
<p>3. Apply appropriate, relevant, and new methods and techniques of research in disciplines of marketing.</p>	<p>3.1 Demonstrate mastery of the appropriate philosophy guiding the choice of research methodology.</p> <p>3.2 Critique and evaluate the research approaches, methods and designs applicable in marketing.</p> <p>3.3 Demonstrate skills in the application of methodologies and analytical techniques required to conduct research in marketing.</p> <p>3.4 Conduct research by applying scientific research methodologies.</p>

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	<p>3.5 Demonstrate an appreciation of ethics that are fundamental in the choice and application of research methodologies in marketing.</p> <p>3.6 Conduct research effectively in line with the principles of ethics in their field and in academia.</p>
<p>3. Develop internationally, regionally, and nationally recognized independent research that contributes to the frontiers of knowledge in marketing.</p>	<p>4.1 Systematically and logically communicate in writing about the research undertaken in marketing using appropriate internationally recognized writing styles.</p> <p>4.2 Produce original thesis that contributes to knowledge of marketing and informs marketers and policy.</p> <p>4.3 Demonstrate solid writing skills, presentation skills and ability to defend academic work in marketing.</p>
<p>4. Present and defend research output to a critical audience.</p>	<p>5.1 Present work in various indexed publication outlets in marketing and to prepare grant proposals.</p> <p>5.2 Identify and develop an appreciation various indexed publication outlets in marketing.</p> <p>5.3 Produce scholarly research papers to share knowledge advanced from the research with the target audience.</p>

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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level [9]	Level [10]	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>					
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Advanced Social Science Research Methods			15	15
	Supervised Research Thesis (Proposal) in Marketing			45	45
	Supervised Research Thesis in Marketing (PhD Thesis)			300	300

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STRANDS/ SPECIALIZATION	<i>Subjects/ Courses/ Modules/Units</i>	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	
1.					
	N/A				
2.					

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
10	360
TOTAL CREDITS	360
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
A minimum of 360 credits of core courses must be successfully completed.	

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ASSESSMENT ARRANGEMENTS

Formative assessment:

This learning qualification includes the following formative assessments:

- Successful completion of research methods courses as well as guided readings and seminars.
- Successful presentation of a research proposal, which will be graded, is required before the student can start research (thesis).

Successful completion of a PhD proposal shall be conducted mainly through organised departmental seminar presentations. The department staff and any invited guests or experts shall be present to offer guidance and advice.

The proposal will be assessed based on pass or fail.

Summative assessment:

The summative assessment shall comprise a successful completion and defence of a Ph.D. thesis.

- The examination of the Supervised Research and Thesis in Marketing (PhD Thesis)
- A publication of one article in a refereed journal is required before the thesis can be submitted for the final examination.
- PhD thesis examined by two examiners: one (1) external examiner and one (1) internal examiner.
- There shall be an Oral viva voce comprising of a Professor / Senior academic, internal, and external examiner.

The thesis will be assessed as either (a) Accepted (b) Accepted pending amendments or (c) Failed.

MODERATION ARRANGEMENTS

All assessments shall be subjected to both internal and external moderation processes.

Internal moderation

There shall be internal moderation. This shall follow applicable institutional and national policies and regulations. Internal assessors and moderators shall have a PhD in Marketing or a cognate field. They shall also be registered and/or accredited by BQA or equivalent body.

External moderation

There shall be external moderation. This shall follow applicable institutional and national policies and regulations. External assessors and moderators shall have a PhD in Marketing or a cognate field. They shall also be registered and/or accredited by BQA or equivalent body.

RECOGNITION OF PRIOR LEARNING

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Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the awards of credits towards the qualification in accordance with applicable university RPL policies.

CREDIT ACCUMULATION AND TRANSFER

There is provision for Credit Accumulation and Transfer (CAT) in line with institution policy, aligned to the national policy.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Vertical Articulation

The PhD is a terminal qualification; hence there is no vertical articulation into other qualifications.

Horizontal Articulation

- Doctor of Philosophy in International Business
- Doctor of Philosophy in Strategic Marketing
- Doctor of Philosophy in Consumer Behaviour
- Doctor of Philosophy in Branding
- Doctor of Philosophy in Digital Marketing
- Doctor of Philosophy in Marketing Communications
- Doctor of Philosophy in Business Administration
- Doctor of Philosophy in Commerce in Business Management
- Doctor of Philosophy in Business Studies

Employment Opportunities

Graduates with PhD in Marketing will qualify to work in the following capacities:

- Academics in Marketing
- Brand managers
- Marketing analysts
- Market research specialists
- Marketing consultants
- Marketing managers
- Sales and marketing professionals
- Public relation professionals
- Retail specialist
- Digital marketing strategy specialists
- Retail marketing strategists

QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

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For a student to be awarded the Doctor of Philosophy in Marketing degree they should have completed 3 years of study in the qualification and pass a minimum of 360 credits. Students who have been exempted from certain credits in recognition of prior learning or credit accumulation and transfer may take a shorter period of study depending on the level of entry point.

Certification

Candidates who meet the prescribed minimum credits will be issued a certificate and transcript bearing the qualification of Doctor of Philosophy in Marketing as registered on the NCQF.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

The NQF level and credits are the same for the benchmarked qualification and the proposed one (Level 10). The duration of the benchmarked qualifications ranges from 3 years to 4 years, with the majority being 4 years. The proposed qualification uses the duration of 4 years, same as majority of the benchmarked qualifications.

The main exit outcomes for the benchmarked qualifications are to (1) demonstrate ability to conduct original scientific work, and (2) show competence in research methodology and theory. These are inculcated in the proposed qualification with emphasis on pushing the boundaries of knowledge frontiers through critical independent thinking.

Except for the University of Ghana, the benchmarked qualifications are purely research based. The examination of the qualifications takes a similar approach of external examiners, and in a few instances and a Viva Voce. The proposed qualification is also research based and the examination shall use external examiners and viva voce.

Generally, the proposed PhD in Marketing qualification is at par with the other PhDs in Marketing qualifications it was benchmarked against. Further study opportunities are Doctor of Philosophy in International Business, Doctor of Philosophy in Strategic Marketing, Doctor of Philosophy in Marketing Communications etc. Work opportunities include brand managers, marketing managers, marketing consultants etc.

REVIEW PERIOD

The qualification will be reviewed every five (5) years.