Department of Marketing Management

MCOM & DCOM DEGREES

Research Proposal Guidelines

Compiled by Dr Roberts-Lombard
A. **RESEARCH PROPOSAL STRUCTURE**

1. Introduction and Background to the research
2. Statement of the problem
3. Objectives of the research
   3.1 Primary objectives(s)
   3.2 Secondary objective(s)
4. Research questions
5. Significance of the research
6. Literature review
   6.1 Theoretical paradigm
   6.2 Research constructs
   6.3 Relationships between variables
7. Research Methodology and Design
   7.1 Research design and plan
   7.2 Population and Sample
   7.3 Data collection instruments, sources and procedures
   7.4 Data analysis and procedure
8. Outline of the proposed research report
9. Time Frame and Budgetary considerations
10. Bibliography/List of References

**IN THE CASE OF A Phd/DCOM PROPOSAL THE CONTRIBUTION TO THE STUDY MUST BE INDICATED BEFORE POINT 9 ABOVE AS A SEPARATE POINT.**

**IN THE CASE OF A PhD PROPOSAL THE CONTRIBUTION TO THE STUDY MUST BE INDICATED AT POINT 6 AS A SEPARATE POINT.**

**THE PROPOSAL MUST BE SUBMITTED IN TIMES NEW ROMAN, FONT SIZE 12, 1½ SPACING. ALL HEADINGS ARE ALSO 12 FONT SIZE!!!
### B. Research Proposal Guideline Discussion

<table>
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<tr>
<th>Nr</th>
<th>Step</th>
<th>Discussion</th>
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| A  | Introduction to the research              | - An introductory perspective to the research is provided  
- What is the research all about?  
- What methods and techniques do the researchers intend to use?  
- Why?  
- What is the researcher’s intention with the research? |
| B  | Background to the research                | - What is the necessity for the research?  
- What made the research necessary?  
- What situation created an interest into the research?  
- What was the situation before the need for the research was identified? |
| C  | Statement of the problem                  | - What is to be researched?                                                             |
| D  | Objectives of the research                | **General objectives**  
Link to the primary research problem  
**Specific Objectives**  
Link to the secondary research problem |
| E  | Research questions (If any)               | - Optional  
- What are you researching in the question format? |
| F  | Significance of the research              | - What is the value of the research?  
- What contribution will the research make? |
| G  | Literature review                         | - Different books, journals, websites or these used as reference material to illustrate what has been researched on the topic before  
- **Theoretical paradigm**  
- **Research constructs**  
- **Relationship between the** |
<table>
<thead>
<tr>
<th>Variables</th>
<th>Research Design and Plan</th>
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<tbody>
<tr>
<td></td>
<td>Qualitative vs. Quantitative research</td>
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<td></td>
<td>Motivate why?</td>
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<tr>
<td>Population and Sample</td>
<td>Who is the population and sample?</td>
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<tr>
<td></td>
<td>Motivate why?</td>
</tr>
<tr>
<td>Data Collection instruments, sources, and procedures</td>
<td>Techniques applied. Motivate why?</td>
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<tr>
<td>Data analysis procedure</td>
<td>- How was it done?</td>
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<td></td>
<td>- Who did it? (For example, the statistical services of the university?)</td>
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| H | Outline of the proposed research report | - Intended chapters ahead |
| I | Time frame and budgetary considerations (Optional) | - Indication by month of the duration of the study |
|   |                                           | - Indication of the intended rand value to be spent on the research |
| J | Bibliography or List of References | - See provided guidelines |
C. IMPORTANT POINTS WHEN WRITING THE METHODOLOGY SECTION

- Start the section by discussing why it is important to follow a scientific methodology approach in your study THEN.
- Indicate the relevance of empirical research to your study.

- **Research Design**
  - Indicate what research design is (i.e. provide a theoretical perspective on the concept “research design”).

- **Research Method**
  - Is the research QUANTITATIVE or QUALITATIVE in nature in terms of the methodology?
  - Now discuss what it is (i.e. provide a theoretical perspective).
  - Why do you apply it to your study? (i.e. highlight and discuss the relevance of the method to your study).
  - Apply the method to your study (i.e. provide a practical application of the theory to your study).

- **Research Format**
  - Is the research Explorative, Descriptive, Causal or a Case study method?
  - Now discuss what it is (i.e. provide a theoretical perspective).
  - Why do you apply it to your study? (i.e. highlight and discuss the relevance of the format to your study).
  - Apply the format to your study (i.e. provide a practical application of the theory to your study).

- **Research Technique(s)**
  - Which research technique(s) are you using to gather the primary data? (i.e. personal interviews or focus groups).
  - Now discuss what it is (i.e. provide a theoretical perspective).
- Why do you apply it to your study? (i.e. highlight and discuss the relevance of the technique to your study).
- Apply the technique to your study (i.e. provide practical application of the theory to your study).

- **Data Collection Methods**
  - Clearly indicate whether you are going to use primary or secondary data, NOW
  - Indicate what primary or secondary data is (i.e. provide a theoretical perspective).
  - Identify the secondary data which you are going to use for your study.
  - Cross reference to the section on the research technique(s) which the primary data technique(s) you have applied to your study.

- **Population**
  - Specify who or what is your population?
  - If there are different components of the population, clearly indicate this.

- **Sampling Procedures**
  - Introduce the reader to what the terms of “sampling” and “sampling procedure” implies (i.e. provide a theoretical perspective to the terminology)

  ✓ **Sampling Type**
  - Do you use probability or non-probability sampling?
  - Now discuss what it is (i.e. provide a theoretical perspective).
  - Why do you apply it to your study? (i.e. highlight and discuss the relevance of the sampling type to your study)
  - Apply the sampling type to your study (i.e. provide a practical application of the theory to your study)

  ✓ **Sampling technique(s)**
  - Clearly indicate the size of the sample
- How was this sample selected? (e.g.: which formula was applied to calculate the size of the sample specified above)
- Now, indicate which sampling technique do you use in the study (i.e. random sampling or judgmental sampling etc)
- Now discuss what it is (i.e. provide a theoretical perspective).
- Why do you apply it to your study? (i.e. highlight and discuss the relevance of the sampling technique to your study)
- Apply the sampling technique top your study (i.e. provide a practical application of the theory to your study).

✓ Data Analysis
- Start by discussing what data analysis is (i.e. provide a theoretical perspective on the topic)
- Discuss what the data analysis process entails in terms of your study (i.e. provide a practical application of the theory to your study)
- Identify who is statistically going to analyze your data? (i.e. is it the Statcon at UJ?)
- What statistical package is to be used for the data analysis?