



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, 1 ½ SPACING. ALL HEADINGS ARE ALSO 12 FONT SIZE!!!

B. Research Proposal Guideline Discussion

Nr	Step	Discussion
A	Introduction to the research	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - What is to be researched?
D	Objectives of the research	<p>General objectives Link to the primary research problem</p> <p>Specific Objectives Link to the secondary research problem</p>
E	Research questions (If any)	<ul style="list-style-type: none"> - Optional - What are you researching in the question format?
F	Significance of the research	<ul style="list-style-type: none"> - What is the value of the research? - What contribution will the research make?
G	Literature review <ul style="list-style-type: none"> • Theoretical paradigm • Research constructs • Relationship between the 	<ul style="list-style-type: none"> - Different books, journals, websites or these used as reference material to illustrate what has been researched on the topic before

	variables	
	Research methodology and design	<p>Research Design and Plan Qualitative vs. Quantitative research Motivate why?</p> <p>Population and Sample Who is the population and sample? Motivate why?</p> <p>Data Collection instruments, sources, and procedures Techniques applied. Motivate why?</p> <p>Data analysis procedure - How was it done? - Who did it? (For example, the statistical services of the university?)</p>
H	Outline of the proposed research report	- Intended chapters ahead
I	Time frame and budgetary considerations (Optional)	<p>- Indication by month of the duration of the study</p> <p>- Indication of the intended rand value to be spent on the research</p>
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?