

# University of Pretoria Yearbook 2016

## Research process 801 (BEM 801)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	30.00
<b>Programmes</b>	<a href="#">MCom Marketing Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 lectures per year
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Year

### Module content

This module focuses on the fundamental research processes, principles and techniques necessary to conduct and interpret empirical research in marketing. This includes the conceptualisation and scientific thinking process; the research process; research planning and design; data gathering and analysis; and reporting of research results.

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