

University of Pretoria Yearbook 2016

Advanced cases in market research 817 (BEM 817)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	18.00
Programmes	MPhil Option: Marketing Research
Prerequisites	Appropriate courses in Statistics and Research Methodology in the preceding qualification.
Contact time	2 hours per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 1

Module content

Advanced cases in market research demonstrating the broad range of qualitative, quantitative and statistical applications in market research within the various sectors of business and industry.

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