
University of Pretoria Yearbook 2017

Research article 811 (BEM 811)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	100.00
Programmes	MCom Marketing Management (Coursework)
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Academic organisation	Marketing Management
Period of presentation	Year

Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

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