



University of Pretoria Yearbook 2021

Marketing research 314 (BEM 314)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	07
Programmes	BCom BCom Business Management BCom Informatics Information Systems BCom Marketing Management BA Visual Studies BConSci Clothing Retail Management BConSci Food Retail Management BConSci Hospitality Management
Service modules	Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120 and STK 110 GS
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

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