



University of Pretoria Yearbook 2019

Research methodology 790 (KOB 790)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Programmes | BComHons Communication Management |
| Prerequisites | Only for BcomHons Communication Management students |
| Language of tuition | Module is presented in English |
| Department | Division of Communication Management |
| Period of presentation | Semester 1 |

Module content

The focus in this module will be on the fundamental processes, principles and techniques necessary to design, conduct, interpret and implement relevant quantitative and qualitative research in the broader field of communication management and public relations.

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