



University of Pretoria Yearbook 2020

Research process 801 (BEM 801)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 40.00 |
| Programmes | MCom Marketing Management (Coursework) |
| Prerequisites | No prerequisites. |
| Contact time | 11 lectures |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | 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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