

University of Pretoria Yearbook 2016

Marketing research 314 (BEM 314)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom Business Management BCom Economic and Management Sc BCom Informatics: Information Systems BCom Marketing Management BCom Recreation and Sports Management BA Option: Sport and Recreation Management BA Visual Studies BConsumer Science Clothing: Retail Management BConsumer Science Foods: Retail Management BConsumer Science Hospitality Management
Service modules	Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 110; BEM 212 GS and STK 110
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	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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