

University of Pretoria Yearbook 2016

Research process 801 (BEM 801)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	30.00
Programmes	MCom Marketing Management (Coursework)
Prerequisites	No prerequisites.
Contact time	28 lectures per year
Language of tuition	English
Academic organisation	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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