

University of Pretoria Yearbook 2016

Marketing theory 813 (BEM 813)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 18.00

Programmes [MPhil Option: Marketing Research](#)

Prerequisites Only for students admitted to the MPhil degree in Marketing Research

Contact time 1 full contact day 5 times per semester

Language of tuition English

Academic organisation Marketing Management

Period of presentation Semester 1 or Semester 2

Module content

Practical marketing research implications of the latest issues, trends and applications in the theory and practices in the field of marketing management.

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