

University of Pretoria Yearbook 2016

Qualitative research for marketing decisions 815 (BEM 815)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	18.00
Programmes	MPhil Option: Marketing Research
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

The role of qualitative methods in marketing research; Observation techniques; Focus groups; Depth interviews; Protocol analysis; Projective techniques; Content analysis; Ethnographic research; Physiological measurement; other qualitative research techniques; analysis of qualitative data.

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