

University of Pretoria Yearbook 2016

Research methodology 790 (KOB 790)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Communication Management
Prerequisites	Only for BcomHons Communication Management students
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

The focus in this module will be on the fundamental processes, principles and techniques necessary to design, conduct, interpret and implement relevant quantitative and qualitative research in the broader field of communication management and public relations.

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