

# University of Pretoria Yearbook 2016

## Research process 812 (NME 812)

**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

Introduction to marketing research in general and to qualitative and quantitative marketing research approaches in particular. The module also provides an overview of the typical process to be followed in planning and executing a marketing research project.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.