

University of Pretoria Yearbook 2016

Research article 842 (NME 842)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	90.00
Programmes	MPhil Option: Marketing Research
Prerequisites	Only for students admitted to the MPhil degree in Marketing Research
Contact time	2 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

Study guidance to and facilitation of students in the conducting of their research output and the writing of their research articles.

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