

University of Pretoria Yearbook 2017

Quantitative research for marketing decisions 814 (BEM 814)

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

Module content

The role of quantitative methods in marketing research; Exploratory research design: Secondary data; Descriptive research design: Survey and Observation; Causal research design: Experimentation; Measurement and Scaling: Fundamentals and Comparative scaling; Measurement and Scaling: Non-comparative scaling; Sampling: Final and Initial sample size determination; Frequency distribution, Cross-tabulation, and Hypothesis testing.

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