
University of Pretoria Yearbook 2017

Qualitative research for marketing decisions 815 (BEM 815)

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| 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 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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