

University of Pretoria Yearbook 2017

Multivariate statistical methods 816 (BEM 816)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Academic organisation	Marketing Management
Period of presentation	Semester 1

Module content

Overview of multivariate statistical analysis in the marketing context; multivariate analysis of marketing research data; analysis of variance and covariance; correlation and regression; discriminant and logit analysis; factor analysis; cluster analysis; multidimensional scaling and conjoint analysis; structural equation modelling and path analysis.

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.