

# University of Pretoria Yearbook 2017

## Advanced cases in market research 817 (BEM 817)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	18.00
<b>Programmes</b>	<a href="#">MPhil Marketing Management Marketing Research (Coursework)</a>
<b>Prerequisites</b>	Appropriate courses in Statistics and Research Methodology in the preceding qualification.
<b>Contact time</b>	2 hours per week
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 1

### Module content

Advanced cases in market research demonstrating the broad range of qualitative, quantitative and statistical applications in market research within the various sectors of business and industry.

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