



University of Pretoria Yearbook 2017

Advanced cases in market research 817 (BEM 817)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	18.00
Programmes	MPhil Marketing Management Marketing Research (Coursework)
Prerequisites	Appropriate courses in Statistics and Research Methodology in the preceding qualification.
Contact time	2 hours per week
Language of tuition	Module is presented in English
Academic organisation	Marketing Management
Period of presentation	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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