

University of Pretoria Yearbook 2017

Research methodology 703 (NME 703)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	BComHons Marketing Management
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 1

Module content

The focus in this module will be teaching on some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

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