

University of Pretoria Yearbook 2017

Research article 842 (NME 842)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 90.00

Programmes [MPhil Marketing Management Marketing Research \(Coursework\)](#)

Prerequisites Only for students admitted to the MPhil degree in Marketing Research

Contact time 2 full contact day 5 times per semester

Language of tuition Module is presented in English

Academic organisation Marketing Management

Period of presentation Semester 1 or Semester 2

Module content

Study guidance to and facilitation of students in the conducting of their research output and the writing of their research articles.

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