

# University of Pretoria Yearbook 2018

## Research process 801 (BEM 801)

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| <b>Qualification</b>          | Postgraduate  |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a> |
| <b>Module credits</b>         | 30.00   |
| <b>Programmes</b>             | <a href="#">MCom Marketing Management (Coursework)</a>      |
| <b>Prerequisites</b>          | No prerequisites.   |
| <b>Contact time</b>           | 28 lectures per year  |
| <b>Language of tuition</b>    | Module is presented in English                              |
| <b>Department</b>             | Marketing Management  |
| <b>Period of presentation</b> | Year  |

### Module content

This module focuses on the fundamental research processes, principles and techniques necessary to conduct and interpret empirical research in marketing. This includes the conceptualisation and scientific thinking process; the research process; research planning and design; data gathering and analysis; and reporting of research results.

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