

University of Pretoria Yearbook 2019

Qualitative research for marketing decisions 815 (BEM 815)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	18.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

Module content

The role of qualitative methods in marketing research; Observation techniques; Focus groups; Depth interviews; Protocol analysis; Projective techniques; Content analysis; Ethnographic research; Physiological measurement; other qualitative research techniques; analysis of qualitative data.

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