
University of Pretoria Yearbook 2019

Advanced cases in market research 817 (BEM 817)

Qualification Postgraduate

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

Module credits 18.00

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

Department 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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.