

University of Pretoria Yearbook 2020

Research process 801 (BEM 801)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	40.00
Programmes	MCom Marketing Management (Coursework)
Prerequisites	No prerequisites.
Contact time	11 lectures
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	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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