

University of Pretoria Yearbook 2020

Quantitative research for marketing decisions 814 (BEM 814)

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 quantitative methods in marketing research; Exploratory research design: Secondary data; Descriptive research design: Survey and Observation; Causal research design: Experimentation; Measurement and Scaling: Fundamentals and Comparative scaling; Measurement and Scaling: Non-comparative scaling; Sampling: Final and Initial sample size determination; Frequency distribution, Cross-tabulation, and Hypothesis testing.

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