

# University of Pretoria Yearbook 2020

## Research process 812 (NME 812)

**Qualification** Postgraduate

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

**Module credits** 18.00

**Prerequisites** Only for students admitted to the MPhil degree in Marketing Research

**Contact time** 1 full contact day 5 times per semester

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 1 or Semester 2

### Module content

Introduction to marketing research in general and to qualitative and quantitative marketing research approaches in particular. The module also provides an overview of the typical process to be followed in planning and executing a marketing research project.

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