

# University of Pretoria Yearbook 2021

## Quantitative research for marketing decisions 814 (BEM 814)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	18.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	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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