

# University of Pretoria Yearbook 2021

## Qualitative research for marketing decisions 815 (BEM 815)

<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 qualitative methods in marketing research; Observation techniques; Focus groups; Depth interviews; Protocol analysis; Projective techniques; Content analysis; Ethnographic research; Physiological measurement; other qualitative research techniques; analysis of qualitative data.

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