

University of Pretoria Yearbook 2021

Multivariate statistical methods 816 (BEM 816)

Qualification Postgraduate

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

Module credits 20.00

NQF Level 09

Prerequisites No prerequisites.

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1

Module content

Overview of multivariate statistical analysis in the marketing context; multivariate analysis of marketing research data; analysis of variance and covariance; correlation and regression; discriminant and logit analysis; factor analysis; cluster analysis; multidimensional scaling and conjoint analysis; structural equation modelling and path analysis.

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