

University of Pretoria Yearbook 2021

Advanced cases in market research 817 (BEM 817)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	18.00
NQF Level	09
Prerequisites	Appropriate courses in Statistics and Research Methodology in the preceding qualification.
Contact time	2 hours per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

Advanced cases in market research demonstrating the broad range of qualitative, quantitative and statistical applications in market research within the various sectors of business and industry.

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