

# University of Pretoria Yearbook 2021

## Research methodology 703 (NME 703)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	25.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Marketing Management</a>
<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 1

### Module content

The focus in this module is teaching some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

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