

University of Pretoria Yearbook 2021

Research process 812 (NME 812)

Qualification Postgraduate

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

Module credits 18.00

NQF Level 09

Prerequisites Only for students admitted to the MPhil degree in Marketing Research

Contact time 1 full contact day 5 times per semester

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1 or Semester 2

Module content

Introduction to marketing research in general and to qualitative and quantitative marketing research approaches in particular. The module also provides an overview of the typical process to be followed in planning and executing a marketing research project.

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