

# University of Pretoria Yearbook 2022

## 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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