

University of Pretoria Yearbook 2022

Research methodology 703 (NME 703)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
NQF Level	08
Programmes	BComHons <i>Marketing Management</i>
Prerequisites	No prerequisites
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	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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