



# University of Pretoria Yearbook 2025

## Marketing research 314 (BEM 314)

**Qualification** Undergraduate

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

**Module credits** 20.00

**NQF Level** 07

**Programmes** [BCom 3-year programme](#)

[BCom 4-year programme](#)

[BCom Business Management](#)

[BCom Informatics - Information Systems](#)

[BCom Marketing Management](#)

[Bachelor of Consumer Science Clothing Retail Management \[BConSci\]](#)

[Bachelor of Consumer Science Food Retail Management \[BConSci\]](#)

[Bachelor of Consumer Science Hospitality Management \[BConSci\]](#)

**Service modules** Faculty of Humanities

Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120 and STK 110 GS

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 1

### Module content

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

### General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that



they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

#### **Regulations, degree requirements and information**

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

#### **University of Pretoria Programme Qualification Mix (PQM) verification project**

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.