

# University of Pretoria Yearbook 2017

## Marketing research 314 (BEM 314)

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| <b>Qualification</b>          | Undergraduate                                                                                                                                                                                                                                                                                                                                 |
| <b>Faculty</b>                | Faculty of Economic and Management Sciences                                                                                                                                                                                                                                                                                                   |
| <b>Module credits</b>         | 20.00                                                                                                                                                                                                                                                                                                                                         |
| <b>Programmes</b>             | BCom<br>BCom Business Management<br>BCom Informatics Information Systems<br>BCom Marketing Management<br>BCom Recreation and Sports Management<br>BA Sport and Leisure Studies Sport and Recreation Management<br>BA Visual Studies<br>BConSci Clothing Retail Management<br>BConSci Food Retail Management<br>BConSci Hospitality Management |
| <b>Service modules</b>        | Faculty of Humanities<br>Faculty of Natural and Agricultural Sciences                                                                                                                                                                                                                                                                         |
| <b>Prerequisites</b>          | BEM 120; BEM 212 GS and STK 110                                                                                                                                                                                                                                                                                                               |
| <b>Contact time</b>           | 3 lectures per week                                                                                                                                                                                                                                                                                                                           |
| <b>Language of tuition</b>    | Afrikaans and English is used in one class                                                                                                                                                                                                                                                                                                    |
| <b>Academic organisation</b>  | Marketing Management                                                                                                                                                                                                                                                                                                                          |
| <b>Period of presentation</b> | 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.

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