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# University of Pretoria Yearbook 2017

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## Research article 811 (BEM 811)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	100.00
<b>Programmes</b>	<a href="#">MCom Marketing Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Year

### Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

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