



Undergraduate programmes

Syllabus



Marketing Research: Project 3

Module Code: MRP302
Credits: 20
IMM GSM: Year Level: 3
NQF Level: 7
Nature: Core
Status: Undergraduate

Module specific outcome/s

A student must hand in a research project of 2 500 words drafted in terms of the Harvard System of Reference, and based on the independent research activities of the student. The theme of the project can be selected from the broad field of marketing.

The outcome of the research activities of the student will be reported in a format, structured primarily according to the following:

- Problem statement and purpose of study
- Literature review
- Research methodology
- Results and findings
- Recommendations and conclusions.

The gathering of secondary data in the form of a literature review is an essential part of the research project, but in itself it is not sufficient for the passing of the project. In addition to the gathering of secondary data, the student is obliged to implement at least one primary data-gathering technique.