



COURSE DESCRIPTION FOR QUALITATIVE MARKETING RESEARCH

1. Bachelor Degree:	<u>Bachelor in:</u> <ul style="list-style-type: none"> - Tourism and hospitality management - Hotel and restaurant management - Marketing and sales management - Marketing and internationalisation
2. Course:	Qualitative research methods and philosophy of science
3. Semester:	5 th semester (3 rd year)
4. Credits:	5
5. Lecturer:	Course responsibility: Associate Professor Line Christoffersen Lecturer: Bjørn Henning Andersen, Synovate MMI
6. Contact hours in classroom/auditorium:	25 hours. No student guidance outside the classroom/auditorium.
7. Prerequisites:	A 15 credit advanced course in quantitative research methods.
8. Academic description:	The course gives an overview of the research process in qualitative research, and explores the challenges associated with each phase. We explore how philosophy of science guide the researcher in her work, and how it influences the researchers' planning process, execution, and reporting in qualitative research. Further, the course emphasises the importance of how the problem definition and purpose of the research decides the research design, data collection methods (in depth interviews, focus groups, and observation), analysis, interpretation, and reporting.
9. Course aims:	After finishing the course, the student should be able to plan, carry out, analyse, interpret and write a report

	<p>based on qualitative field work. The course should give the student insight into different qualitative approaches, and an understanding of how to apply qualitative research methods on practical cases. The student should develop an understanding of pros and cons of qualitative research methods and be able to decide when qualitative research is appropriate.</p>
<p>10. Course content:</p>	<ul style="list-style-type: none"> - The research process in qualitative research - Philosophy of science - Academic platform for qualitative research - Problem definition - Purpose of the research - Research design - The interview guide - Data collection: <ul style="list-style-type: none"> - In depth interviews - Focus groups - Observation - Triangulation - The use of projective techniques - Analysing qualitative data - Interpreting qualitative data - Criteria for evaluating qualitative research - Ethical considerations - Writing a report - Writing research proposals
<p>11. Teaching methods:</p>	<p>The course will mainly consist of lecturers.</p>
<p>12. Assessment:</p>	<p>A written project report counting for 100% of the grade.</p> <p>The project report is based on a case handed out 14 days before deadline. The students will be assessed on the following criteria:</p> <ul style="list-style-type: none"> - Implementation of the research process - The quality of the field work - The ability to analyse and interpret qualitative

	<p>data</p> <p>Interview guide and overview of respondents must be attached.</p> <p>The project can be done in groups of three.</p>
<p>13. Required readings:</p>	<p>Johannessen, Asbjørn; Kristoffersen, Line og Tufte, Per Arne (2004): "Forskningsmetode for økonomisk-administrative fag", Oslo, Abstrakt Forlag, ISBN: 82-7935-165-5 - CHAPTER 4 og 10 (60 pages).</p> <p>Steinar Kvale (2004): "Det kvalitative forskningsintervju", Oslo, Ad Notam Gyldendal, ISBN: 82-4170-807-6 – THE WHOLE BOOK (230 sider).</p> <p>Wibeck, Victoria (2000): "Fokusgrupper. Om fokuserade gruppintervjuer som undersøkningsmetod", Lund, Studentlitteratur, ISBN: 91-44-01060-5 – THE WHOLE BOOK (130 pages).</p>
<p>14. Supplementary readings:</p>	<p>Yin, Robert K. (2002): "Case Study Research. Design and Methods", Sage Publications Ltd, ISBN: 07-6192-553-8.</p> <p>Punch, Keith F. (2000): "Developing effective research proposals", Sage Publications Ltd, ISBN: 0-7619-6356-1.</p>