

COURSE DESCRIPTION

KMV3301 Qualitative marketing research

1. Degree	Bachelor of Advertising and Brand Management Bachelor of Hotel- and Relationship Management Bachelor of Marketing and Internationalization Bachelor of Marketing and Sales Management Bachelor of Tourism and Relationship Management
2. Year/semester	5 th semester/3 rd year
3. Credits	5
4. Course instructor	Associate Professor Line Christoffersen
5. Contact hours	25 hours. No student guidance outside the classroom/auditorium.
6. Course prerequisites	Introduction to market analysis
7. Learning goals	After finishing the course, the student should be able to plan, carry out, analyse, interpret and write a report 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.
8. Course contents	The course gives an overview of the research process in qualitative research, and explores the challenges associated with each phase. The following topics are covered: <ul style="list-style-type: none">- The research process in qualitative research- Research design<ul style="list-style-type: none">- Problem definition- Purpose of the research- Data collection:<ul style="list-style-type: none">- In depth interviews

	<ul style="list-style-type: none"> - Focus groups - Observation - Triangulation <p>- Analysing and interpreting qualitative data</p> <p>- Criteria for evaluating qualitative research</p> <p>- Ethical considerations</p> <p>- Writing reports and academic papers</p> <p>- Writing research proposals</p>
9. Method of instruction	The course will mainly consist of lectures.
10. Assessment	<p>A written project report counting for 100% of the grade.</p> <p>The project report is based on a case. 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 data <p>Interview guide and overview of respondents must be attached.</p> <p>The project can be done in groups of three.</p>
11. Course syllabus	<p>Berg, Bruce L. 2009. <i>Qualitative research methods for the social sciences</i>. 7th ed. Boston: Allyn & Bacon. ISBN: 978-0-205-50374-2. (Chapters 1-12, ca 200 p.). Price: 398,-.</p> <p>Kvale, Steinar and Svend Brinkmann. 2009. <i>Det kvalitative forskningsintervju</i>. 2. utg. Oslo: Gyldendal. ISBN: 9788205385290. (Chapters. 1-10 + chapter 12, ca 250 p.). Price: 428,-</p>
12. Recommended reading	<p>Rienecker, Lotte, Lis Hedelund, Signe Hegelund, Christian Kock and Peter Stray Jørgensen. 2006. <i>Den gode oppgaven: håndbok i oppgaveskriving på universitet og høyskole</i>. Bergen: Fagbokforlaget. ISBN: 978-82-450-0452-6.</p>