



## COURSE DESCRIPTION

### KMV3301 Qualitative Marketing Research

1. Degree	Bachelor of Advertising and Brand Management Bachelor of Marketing and Internationalization Bachelor of Marketing and Sales Management
2. Year/semester	5 <sup>th</sup> semester/3 <sup>rd</sup> 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"> <li>- The research process in qualitative research</li> <li>- Research design           <ul style="list-style-type: none"> <li>- Problem definition</li> <li>- Purpose of the research</li> </ul> </li> <li>- Data collection:           <ul style="list-style-type: none"> <li>- In depth interviews</li> <li>- Focus groups</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- Observation</li> <li>- Triangulation</li> <li>- Analysing and interpreting qualitative data</li> <li>- Criteria for evaluating qualitative research</li> <li>- Ethical considerations</li> <li>- Writing reports and academic papers</li> <li>- Writing research proposals</li> </ul>
9. Method of instruction	The course will mainly consist of lectures.
10. Assessment	Final exam (individual) – Three hours.
11. Course syllabus	<p>Berg, Bruce L. 2009. <i>Qualitative research methods for the social sciences</i>. 7th ed. Boston: Allyn &amp; Bacon. ISBN: 978-0-205-66810-6. (kap. 1-12, ca 200 p.). Price: NOK 462,-.</p> <p>Kvale, Steinar og Svend Brinkmann. 2009. <i>Det kvalitative forskningsintervju</i>. 2. utg. Oslo: Gyldendal. ISBN: 978-82-05-38529-0. (kap. 1-10 + kap. 12, ca 250 p.). Price: NOK 428,-</p>
12. Recommended reading	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.