



APPLIES TO ACADEMIC YEAR 2004/2005

## MET 2430 Qualitative Research Methods

### Program

Bachelor's Program in Market Communication, Bachelor's Program in Public Relations

### Responsible for the course

Elisabeth Falck, Tor Grenness

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Objective

It aims to teach and train the students in the use of qualitative marketing and organizational research methods for compilation, analysis and interpretation of data, e.g. to diagnose organizational cultures or to disclose purchase motives. Since a certain link to the quantitative method is desired, emphasis will be placed on an assessment of the strengths and weaknesses of the qualitative aspects in relation to the quantitative aspects, while the possibility of combining the methods will be stressed.

### Prerequisites

MET 2360 Methods and dataanalysis or equivalent.

### Compulsory literature

Berg, Bruce L. 2001. *Qualitative research methods for the social sciences*. 4th ed. Boston: Allyn and Bacon.

Grenness, Tor. 2004. Artikkelsamling til kurset Kvalitative Metoder. Handelshøyskolen BI.

### Recommended literature

Askheim, Ola Gaute Aas og Tor Grenness. 2000. *Fra tall til ord: kvalitativ metode i markedsforskning*. Oslo: Universitetsforl.

Strauss, Anselm L. and Juliet Corbin. 1998. *Basics of qualitative research*. 2nd ed. Thousand Oaks, Calif.: Sage Publ.

### Course outline

Basic methodological challenges

- Ontologic and epistemological problems
- Qualitative and quantitative approach
- Methodological choices
- Reliability and validity

The qualitative research design

- Qualitative data compilation methods
- The in-depth interview
- The focus group dialogue
- The observation method
- The case method
- Qualitative data analysis
- Collection of data and project management

### Computer-based tools

Computer-based tools are not used in this course.

### Course structure

The course is based on 36 hours of lectures and exercises and is a preparal for the Bachelor thesis.

### Evaluation

A three-hour individual written exam concludes the course.

**Evaluation code(s)**

MET 24301 - written exam , counts for 100% of the grade in MET 2430 Qualitative Research Methods, 6 ECTS credits

**Aids at the examination**

There is no aids allowed at the exam.

**Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course.