



APPLIES TO ACADEMIC YEAR 2005/2006

MET 2430 Qualitative Research Methods

Program

Bachelor in Market Communication (3. year), Bachelor in Public Relations (3. year), Bachelor of Science in Marketing (3. year)

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

Books:

Askheim, Ola Gaute Aas og Tor Grennes. 2000. Fra tall til ord: kvalitative metoder i markedsforskning. Oslo. Universitetsforlaget
Berg, Bruce L. 2001. Qualitative research methods for the social sciences. 4th ed. Boston: Allyn and Bacon

Collection(s) of articles:

Grenness, Tor. 2005. Artikkelsamling til kurset Kvalitative Metoder. Handelshøyskolen. Revidert utgave. Sadvika: Handelshøyskolen BI

Recommended literature

Books:

Johannessen, Asbjørn og Per Arne Tufte. 2002. Introduksjon til samfunnsvitenskapelig metode. Oslo: Abstrakt

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 one week projectstudy conludes the course.

Evaluation code(s)

MET 24301 - one week project, counts for 100 % of the grade in MET 2430 Qualitative Research Methods, 6 ECTS credits

Aids at the examination

All written aids allowed for the projectexam

Makeup exam

A one week projectstudy is given in connection with the next scheduled exam in the course.