



APPLIES TO ACADEMIC YEAR 2010/2011

MET 2430 Qualitative Research Methods

Programme

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

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 reading

Books:

Askheim, Ola Gaute Aas og Grennes Tor. 2008. Kvalitative metoder for markedsføring og organisasjonsfag. Oslo : Universitetsforlaget
Berg, Bruce L. 2009. Qualitative research methods for the social sciences. 7th ed. Boston : Allyn & Bacon

Collection of articles:

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

Recommended reading

Books:

Johannessen, Asbjørn, Per Arne Tufte og Line Kristoffersen. 2006. Introduksjon til samfunnsvitenskapelig metode. 3. utg. 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 dataanalysis
- 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.

Examination

A one week projectstudy conludes the course.

Examination code(s)

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

Examination support materials

All written aids allowed for the projectexam

Re-sit examination

Re-sit examination is offered at the next scheduled course.

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be lectured for the last time autumn 2010. Re-sit exam will be offered every term from autumn 2011 even spring 2013.