



APPLIES TO ACADEMIC YEAR 2011/2012

## **MET 2430 Qualitative Research Methods - RE-SIT EXAMINATION**

### **Programme**

Re-sit examination

### **Responsible for the course**

Elisabeth Falck, Tor Grenness

### **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**

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

**Additional information**