



COURSE DESCRIPTOR

COURSE TITLE	HR585 Qualitative Research
COURSE INSTRUCTOR(S)	Dr Paris Cleanthous
NO. OF ECTS	3
CLASS CONTACT HOURS	14
MINIMUM LEARNING EFFORT (<i>IN HOURS</i>)	56
PREREQUISITES (IF ANY)	None

OBJECTIVES

This course is designed to help students develop a good understanding of what qualitative research is about, and which methods of qualitative research are appropriate to use for different research goals. The main aim for students taking this course is to learn how to conduct market research assignments that produce business insights and valid/reliable results.

This course will equip students with essential research skills and knowledge required to successfully complete their final project (thesis).

LEARNING OUTCOMES

By the end of this course students should:

- Get exposed to the different types of business problems that can be addressed through market research
- Understand the steps involved in the market research process and be able to apply them to solve business problems
- Get exposed to the different types of research designs and be able to select the appropriate design
- Learn how to develop samples that represent the population of study
- Understand the type of errors involved in market research and be able to minimize error
- Get exposed to the different survey methods and learn how to select the best method for the problem of study
- Develop questionnaires that increase response rates and reduce biases
- Introduced to basic data analysis
- Learn how to present data in meaningful ways

COURSE OUTLINE

Introduction

- What is market research
- Type of problems that can be solved through market research
- The market research industry

Types of Research Methods & Examples

- Exploratory
- Descriptive
- Causal Research

Exploratory

- Focus Groups
- Depth Interviews
- Observation
- Projective Techniques

Descriptive

- Surveys

Causal Research

- Experiments

Sampling & Forecasting Issues

Case Studies

TEACHING AND LEARNING METHODS

Lecture and discussion of key concepts and theories
Case study discussions and presentations
Short class exercises

METHODS OF ASSESSMENT

Class participation	20%
Group case studies	20%
Individual project	60%

RECOMMENDED READING LIST

Books

No textbook is required for this class however, a number of books are recommended. You can find copies in the library.

Aaker David, V Kumar, G Day. (2004). Marketing Research 8th ed. John Wiley.

Churchill Gilbert, D Iacobucci. (2005). Marketing Research, Methodological Foundations, 9th Ed. Thomson Southwestern

MalhotraNaresh. (2002). Basic Marketing Research. Prentice Hall.