UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory of Qualitative Methods - A

2122-1-F5106P008-F5106P008M-A

Learning area

Experiential learning

Learning objectives

Knowledge and understanding

- The demand analysis
- The qualitative research project
- The choice of the method: focus group and/or qualitative interview
- Planning data collection

Applying knowledge and understanding

- To write a qualitative marketing research project
- To conduct a focus group/qualitative interview
- To present a research project

Contents

The workshop aims to develop the students' skill to write a qualitative marketing research project and to conduct a focus group /qualitative interview.

Detailed program

- The life cycle of the product
- The demand analysis
- Method, participants, screening, budget
- The focus group/interview guide
- Conducting focus group/qualitative interview
- The presentation to the client

Prerequisites

Students must attend the Qualitative methodologies course

Teaching methods

Teaching includes some lectures, the discussion of case histories related to qualitative research in marketing and a group work, carried out under the supervision of the teacher, to project a research based on the use of focus groups or interviews. The group work will be presented in a document that each group will deliver to the teacher at the end of the workshop.

All the material used by the teacher in the classroom will be available on the e-learning site of the laboratory.

Assessment methods

To obtain the validation of the laboratory it is necessary to attend at least 70% of the lessons and to demonstrate active and productive participation in the group work. On the latter issue, the contribution of each student must be stated in the group’s document presenting the project that will be delivered to the teacher.

Lessons will be held in presence, unless further COVID-19 related restrictions are imposed.

Textbooks and Reading Materials