UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Laboratory of Qualitative Methods - C

**2627-1-F5112P008-F5112P008001-C**

## 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
- underline relevant insights

*Applying knowledge and understanding*

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

Critical and judgment skills: The course aims to provide a critical perspective to apply and manage research processes. These skills will be developed through classroom discussions based on cases and application of methods and approaches to a real case
Communication skills: The course aims to strengthen communication skills of complex concepts related to research processes, using appropriate scientific language, motivating one's reasoning and adapting the communicative register to the academic and professional context. These skills will be developed through group work and presentations in the classroom

Ability to continue studying independently: The course aims to provide tools and skills for analysis and behavior in different business and life contexts. These skills will be developed through classroom exercises, case analysis, discussions and group work

## 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.
Delivered lecture: 20% Interactive lecture: 80%

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

## Textbooks and Reading Materials

slides will be published on the e-learning website

## Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE