

## SUBJECT TEACHING GUIDE

### M238 - Qualitative Research Methods

#### Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M238 - Qualitative Research Methods				
Number of ECTS credits allocated	2,5	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	HECTOR SAN MARTIN GUTIERREZ				
E-mail	hector.sanmartin@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)				
Other lecturers					

### 3.1 LEARNING OUTCOMES

- Students will know the usefulness of qualitative research methods for businesses.

### 4. OBJECTIVES

1. Understanding the characteristics of a qualitative research.
2. Learning the methodology of a in-depth interview.
3. Learning the methodology of a focus group.
4. Learning the methodology of an observation technique.
5. Learning the methodology of a projective technique.

6. COURSE ORGANIZATION	
CONTENTS	
1	Characteristics of qualitative research. 1.1. Introduction. 1.2. Qualitative research process. 1.3. Qualitative research techniques.
2	In-depth interviews. 2.1. Introduction. 2.2. Concept and types of interviews. 2.3. Development of interviews. 2.4. Recommendations about interviews.
3	Focus groups and other group techniques. 3.1. Introduction. 3.2. Focus Group. 3.3. Creativity techniques. 3.4. Delphi method. 3.5. Online communities.
4	Observation techniques. 4.1. Characteristics and use of the observation techniques. 4.2. Types of observation. 4.3. Observation procedures.
5	Projective techniques. 5.1. Introduction. 5.2. Association techniques. 5.3. Complementation techniques. 5.4. Image techniques.

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Team work	Work	No	Yes	35,00
Individual exam	Written exam	No	Yes	50,00
Individual participation	Others	No	No	15,00
TOTAL				100,00
Observations				
- Individual test. - Team work: content and presentation. - Participation.				
Observations for part-time students				
Their evaluation will consist of an exam and an individual work				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Trespalacios, J.A.; Vázquez, R. y Bello, L. (2005): Investigación de Mercados. Métodos de recogida y análisis de la información para la toma de decisiones en marketing. Thomson.

