

## SUBJECT TEACHING GUIDE

### 841 - Qualitative Research Methods

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

Academic year 2023-2024

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	841 - 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 understand the usefulness of qualitative research methods in marketing.

### 4. OBJECTIVES

1. Understand the characteristics of qualitative research in marketing.
2. Learn the methodology of in-depth interviews.
3. Learn the methodology of focus groups.
4. Learn the methodology of observation techniques.
5. Learn the methodology of projective techniques.

6. COURSE ORGANIZATION	
CONTENTS	
1	Qualitative research in marketing. 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 research techniques. 3.1. Introduction. 3.2. Focus Group. 3.3. Creativity techniques. 3.4. Delphi method. 3.5. Online research communities.
4	Observation techniques. 4.1. Characteristics and use of the observation techniques. 4.2. Types of observation. 4.3. Mechanic observation versus human observation.
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	40,00
Exam	Activity evaluation with Virtual Media	No	Yes	50,00
Individual participation	Others	No	No	10,00
TOTAL				100,00
Observations				
- Individual exam: evaluation of the theoretical knowledge acquired by students (Moodle platform). - Teamwork: assessment of students' ability to apply theoretical knowledge in different qualitative research contexts . - Individual participation: evaluation of the student participation both in the team work and in the tasks proposed by the teacher.				
Observations for part-time students				
Students enrolled part-time will be assessed with an exam and individual practical work (following the guidelines established in the subject).				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

BELLO, L., VÁZQUEZ, R. y TRESPALACIOS, J.A. (2005): Investigación de mercados. Thomson. Madrid.