

Course Description – Curriculum 2013

Subject: MK314 Qualitative Research in Marketing

Credits: 3

Prerequisite: MK311

Description: Understanding the roles, importance, and types of marketing research for business. Main topics begin with research question identification, research process, methodology, and tools applicable to conducting qualitative research in marketing. Common methods include in-depth interviews, focus group, and observation, among others. Students will learn through the whole research process with hands-on assignments and a qualitative research project. Special attention is given to analyzing data and interpreting results properly as well as when and how to use quantitative research to complement qualitative research.