



GRADUATE SCHOOL

GM1105 Advanced Qualitative Methods, 7.5 higher education credits

Avancerad Kvalitativ Metod, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2010-06-21 and was last revised on 2015-08-31 to be valid from 2015-08-31, autumn semester of 2015.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Advanced Qualitative Methods is a course within the Master of Science programme in Marketing and Consumption at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

The course can be part of the following programmes: 1) Master of Science in Management (S2MAN), 2) Master of Science in Marketing and Consumption (S2MAC), 3) Master of Science in Accounting (S2ACC), 4) Master of Science in Economics (S2ECO), 5) Programme in Business and Economics (S1HEG), 6) Master of Science in Logistics and Transport Management (S2LOG), 7) Master of Science in Intellectual Capital Management (S2ICM), 8) Master of Science in Knowledge-based Entrepreneurship (S2KEN), 9) Program in Environmental Social Science (S1SML), 10) Master of Science in Environmental Management and Economics (S2EMA), 11) Programme in Logistics management (S1LOM), 12) Master of Science in Tourism and Hospitality Management (S2TOM), 13) Master of Science in Finance (S2FIN), 14) Master of Science in International Business and Trade (S2IBT) and 15) Master of Science in Innovation and Industrial Management (S2IFM)

Main field of studies

Marketing and Consumption

Specialization

A1F, Second cycle, has second-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Advanced Qualitative Methods the participant must fulfil the entrance qualifications for the Master of Science programme in Marketing and Consumption and have passed one of the Research Methods courses (GM0609, GM0512, GM0312) or equivalent.

Students from the other Master of Science programmes at the Graduate School may also be eligible for the course.

Learning outcomes

Upon completion of the course the student will be able to:

1. Design a scientific study in relation to a specific research problem using qualitative methods and relevant marketing theory.
2. Empirically study and analyze a specific marketing and/or consumption phenomenon using qualitative methods and relevant marketing theory.
3. Critically and constructively analyse, discuss and evaluate various qualitative research methods in the field of marketing and consumption.

Course content

The course Advanced Qualitative Methods aims at providing students with an in-depth understanding of the various methodological approaches to the study of marketing and consumption. The course provides a deep insight into various scientific and methodological approaches as well as practical training in the design and implementation of research projects. This includes data collection methods, interview techniques, observation methods, analysis, interpretation and how to write scientific reports. After completion of the course students will be able to identify a relevant methodological approach in relation to a research problem as well as to develop an appropriate research design applied to real life problems.

Form of teaching

Learning outcome 1 will be examined through an individual research project report.

Learning outcome 2 will be examined through an individual research project report.

Learning outcome 3 will be examined through seminars and group assignments.

In order to pass the course, the student must receive Pass on the assignments, the research project report and actively participate in the seminars. For a Pass with Distinction on the course the student must receive a Pass on the assignments, a Pass with Distinction on the research project report and actively participate in the seminars.

A student who has failed a test twice has the right to change examiner, unless weighty argument can be adduced. The request shall be sent to the Graduate School and has to be in writing.

The Graduate School is obliged to offer the exam at least five times during the course of each two year period. Students who have made five unsuccessful attempts to pass an exam have lost the possibility of obtaining the Master of Science Degree.

Language of instruction: English

Assessment

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U). For Pass on the course, Pass on the assignments and at least 50 % of the total points on the research project report are required. For Pass with Distinction on the course, a Pass on the assignments and at least 75 % of the total points on the research project report are required. In addition, to receive a Pass or a Pass with Distinction on the course the student must actively participate in all the research seminars.

Course evaluation

The course will be evaluated upon completion. The results of the evaluation will be communicated to the students and will function as a guide for the development of the course.

Additional information

The syllabus in English is the official binding document.