

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

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<b>Course Code</b>	<b>MFT5SEMM19 MBM5SEMM19 MFB5SEMM19</b>
<b>Course Title</b>	<b>Qualitative Research Methods in Marketing</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the students will be able to:

1. Identify relevance of marketing research
2. Analyze marketing programs in terms of marketing mix elements
3. Formulate market research projects

**Syllabus**

**Teaching Hours**

<p><b>Unit I: Qualitative Research Process</b></p> <ul style="list-style-type: none"> <li>• Introduction and Overview</li> <li>• Sampling</li> <li>• Reliability and Validity</li> <li>• Comparison of Qualitative and Quantitative Techniques</li> </ul>	04
<p><b>Unit II: Qualitative Research Techniques</b></p> <ul style="list-style-type: none"> <li>• Depth Interview and Focus Groups</li> <li>• Content Analysis</li> <li>• Case Studies and Grounded Theory</li> <li>• Critical Incident Technique</li> <li>• Projective Techniques</li> <li>• Ethnography</li> </ul>	09
<p><b>Unit III: Report Writing</b></p> <ul style="list-style-type: none"> <li>• Presenting Qualitative Research Output</li> <li>• Writing Report</li> </ul>	02

**Suggested Readings:**

1. Merriam, S., Qualitative Research: A Guide to Design and Implementation, Edition, Jossey Bass.
2. Flick, U., An Introduction to Qualitative Research, Sage Publication.
3. Stake, R., The Art of Case Study Research.
4. Creswell, J., Qualitative Inquiry and Research Design: Choosing Among Five Approaches. Sage Publication.

w.e.f. Academic Year 2019-20 and onwards