



QUALITATIVE RESEARCH METHODS

COURSE OUTLINE

PROF. DR. STEFANIE PALUCH

School of Business and Economics

TIME Research Area | Service and Technology Marketing (**STM**)

Contact: Stefanie Paluch | paluch@time.rwth-aachen.de

FEBRUARY 2018

1 COURSE OVERVIEW

Course Name:	Qualitative Research Methods
Degree Programs:	1. Master BWL 2. Master Wirtschaftsingenieurwesen 3. Master Wirtschaftswissenschaften 4. Promotionsstudium
Lecturer:	Prof. Dr. Stefanie Paluch
Contact:	Prof. Dr. Stefanie Paluch (paluch@time.rwth-aachen.de)
Location and Time:	Lecture (first part of semester only): Kackertstr. 7, Room 3011 037 (B037) Tuesday 10.00 – 14.00 Integrated Exercise: Kackertstr. 7, Room 3011 037 (B037) Tuesday 10.00 – 14.00
Content Description:	This course includes aspects of qualitative research methods such as qualitative design, data collection (acquisition of participants, structured guideline design, and interview realization) and data analysis (transcription, qualitative content analyses – Mayring, Nvivo, MaxQDA). Further topics and methods of qualitative research methods will be presented and discussed in the lecture. A hand-on project is part of this course.
Qualification Objectives:	After this course students are able to design, conduct and analyze qualitative empirical studies, e.g. in their master or Ph.D. theses. They will acquire detailed knowledge about qualitative research methods. This course is designed to advance the methodological competence of the students and enable them to reach complex marketing-decision.
Course Examination:	The final grade can be composed as follows: <ul style="list-style-type: none"> • Option A: Colloquium & presentation (50%, graded) and examination (50%, graded, 60min.) • Option B: Colloquium & presentation (50%, graded) and paper (50%, graded) • Option C: Paper (50%, graded) and examination (50%, graded, 60min.) • Option D: Examination (100%, graded, 60min.) <p>All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option D applies.</p> <p>Possibility to obtain a bonus by elaboration of a group assignment (application of learned qualitative research methods in group project), which improves the final grade by one grade increment.</p>
Participation Requirements:	Solid command of English for reading journal/methodological papers, willingness to read and prepare scientific papers and participation in group work.

Group Size:	open
Type of Teaching Event:	Lecture with integrated exercise and group assignment
Language:	German
Credits:	5

2 COURSE ORGANISATION

The course comprises a mixture of lecture and integrated exercise. The table below depicts the preliminary schedule and is subject to change.

2.1 Preliminary schedule:

Lecture and integrated Exercise: Tuesdays 10.00 -14.00, Kackertstr. 7, Room 3011/037 (B037)

Session 1 17/04/2018	Einführung in die Qualitative Forschung Gruppeneinteilung
Session 2 24/04/2018	Arten der Datenerhebung I Gruppeneinteilung
Sessions 3 02/05/2018	Arten der Datenerhebung II Leitfadenerstellung
Session 4 08/05/2018	Wissenschaftliche Interviewführung
Session 5 15/05/2018	Datenanalyse und Interpretation
Session 6 22/05/2018	Exkursionswoche
Session 7 tba /2018	Feedback/Coaching Projektarbeit
Session 8 17/07/2018	Teil-Prüfungsleistung: Präsentation der Projektarbeit

This course will be managed via the e-learning platform L2P. All lecture slides, student presentation slides and readings will be deposited here. In addition, we will communicate all important pieces of information (e.g. group allocation, room changes) only via L2P. It is hence essential for you to sign up for our L2P course.

All lectures, discussions, oral presentations and written term papers will be in German language.

The final grade can be composed as follows:

- **Option A:** Colloquium & presentation (50%, graded) and examination (50%, graded, 60min.)
- **Option B:** Colloquium & presentation (50%, graded) and paper (50%, graded)
- **Option C:** Paper (50%, graded) and examination (50%, graded, 60min.)
- **Option D:** Examination (100%, graded, 60min.)

All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option **D** applies.

Possibility to obtain a bonus by elaboration of a group assignment (application of learned qualitative research methods in group project), which improves the final grade by one grade increment.

3 GROUP ASSIGNMENT

The group assignment enables the students in small groups to conduct and analyze their own qualitative research project. Participating students will be assigned to a group typically consisting of four to five members in the first two sessions. Each group must present their research project at the end of the course to qualify for the bonus.

4 READINGS

Buber, Holzmüller, H., Qualitative Marktforschung: Konzepte – Methoden – Analysen; Gabler Verlag, 2009.

Patton, M., Qualitative Research & Evaluation Methods, 4th Ed.; 2015.

Kruse, J., Qualitative Interviewforschung: Ein integrativer Ansatz; 2nd Ed.; 2015.

Miles, Huberman, Saldana, Qualitative Data Analysis: A Methods Sourcebook; 3rd Edition; 2013.

Further reading material will be distributed in class.

We hope you will enjoy the course and look forward to work with you!