



QUALITATIVE RESEARCH METHODS

COURSE OUTLINE

PROF. DR. STEFANIE PALUCH

School of Business and Economics

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

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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:	Online Sessions and Lecture (first part of semester only): Online in Zoom Link Password will be provided in Moodle https://zoom.us/j/337071328?pwd=R0Jc3hSVW00dDZPVG5sNnUxYXhHZz09
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.) 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 B applies.
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:	Online Lecture with integrated exercise and group work
Language:	German
Credits and SWS:	5 Credits and 4 SWS

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.

Lecture and integrated Exercise: Wednesdays 10.00 -13.00, Online Sessions

Session 1 08/04/2020	Einführung in die Qualitative Forschung Gruppeneinteilung
Session 2 15/04/2020	Arten der Datenerhebung I Gruppeneinteilung
Sessions 3 22/04/2020	Arten der Datenerhebung II
Session 4 29/04/2020	Sampling und Leitfadenerstellung
Session 5 06/05/2020	Wissenschaftliche Interviewführung
Session 6 20/05/2020	Datenanalyse und Interpretation
Session 7 01/07/2020	Teil-Prüfungsleistung: Präsentation der Projektarbeit

This course will be managed via the e-learning platform RWTH Moodle. 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 Moodle. It is hence essential for you to sign up for our Moodle course. All interactive lecture will be streamed and recorded in Zoom. The recordings will be uploaded in Moodle right after each session.

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 **B** applies.

3 GROUP ASSIGNMENT

The group assignment enables the students in small groups to conduct and analyze their own online 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 online research project at the end of the course. More details will be given in class, as the exact type and style of the examination depends on the number of participants of the class. There will be no written exam at the end of the course.

The Link for the Zoom meeting is

<https://zoom.us/j/337071328?pwd=R0lJc3hSVW00dDZPVG5sNnUxYXhHZz09>

The Password will be provided in Moodle.

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!