

TUTORIAL COURSE FORM – 2021-2022 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	QUALITATIVE RESEARCH IN MARKETING
Professor	Name: Claudia Stoian Office: _B612_ Email: iuliana.bobalca@uaic.ro
Semester in which the tutorial course is available	1 or 2
No. of ECTS credits	8
Level of study	Master /Bachelor
Short description/Contents	Qualitative research – quantitative research Focus group In-depth interview Qualitative observation Content analysis
Assessment	A qualitative marketing research – Written project
Bibliography	Monique Hennink, Inge Hutter, Ajay Bailey (2011), Qualitative Research Methods
Observations	The project will be discussed in 4 meetings with the Professor