



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

TUTORIAL COURSE FORM

2025-2026 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	QUALITATIVE MARKETING RESEACH
Name of the professor	Claudia Stoian
Email of the professor	iuliana.bobalca@uaic.ro
Office of the professor	B612
Consultation days/hours	
Semester(s) in which the tutorial course is available	1 or 2
No. of ECTS credits	8
Level of study (bachelor/master/PhD)	Master /Bachelor
Short description/Contents	Qualitative research and quantitative research Focus group In-depth interview Qualitative observation Content analysis
Assessment/Evaluation	1. The written project – a qualitative research (50%) 2. Presentation of the project (20%) 3. Presentation of an essay on a qualitative research topic (30%) The topic will be chosen during a meeting the professor
Bibliography	Monique Hennink, Inge Hutter, Ajay Bailey (2011), Qualitative Research Methods
Observations	The project will be discussed in 4 meetings with the Professor Other Bibliography materials will be provided by the professor during the semester