



DEGREE CURRICULUM  
**ADVANCED QUALITATIVE  
METHODS OF ANALYSIS IN  
MARKETING**

Coordination: MARINE ROIG, ESTELA

Academic year 2022-23

Subject's general information

<b>Subject name</b>	ADVANCED QUALITATIVE METHODS OF ANALYSIS IN MARKETING			
<b>Code</b>	14292			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Master's Degree in Social Media Marketing	1	OPTIONAL	Blended learning
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	3.5	2.5	
	<b>Number of groups</b>	1	1	
<b>Coordination</b>	MARINE ROIG, ESTELA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	100% English			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MARINE ROIG, ESTELA	estela.marine@udl.cat	4	
MEDINA HERNANDEZ, VIVIAN CONSTANZA	vivian.medina@udl.cat	2	

## Subject's extra information

In the curriculum as a whole, the Advanced Qualitative Methods of Marketing Analysis course is part of Module 3, which focuses on scientific analysis methods and research in the social sciences, and their application in the field of social media marketing.

In this subject the student will be trained in different techniques and methods of qualitative analysis in marketing. With this module the student will learn to master advanced qualitative methods and to know how to choose the most appropriate method for each type of problem.

The course will cover the planning and design of qualitative research, the design and application of qualitative data collection techniques, the techniques and methods to analyze such data, and finally the preparation of reports with qualitative data. The qualitative analysis software Atlas.Ti will be used.

## Competences

### Basic

CB1 Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context

CB2 Know how to apply the knowledge acquired and be able to solve problems in new or little-known settings within broader (or multidisciplinary) contexts related to their area of study

CB3 Being able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB4 Know how to communicate their conclusions –and the knowledge and ultimate reasons that support them– to specialized and non-specialized audiences in a clear and unambiguous way

CB5 Possess the learning skills that allow them to continue studying in a way that will have to be largely self-directed or autonomous

### Generals

CG1 Analyze and synthesize ideas, data and content

CG2 Organize and plan resources and people

CG3 Teamwork and leadership

CG4 Reason and evaluate critically

CG5 Ensure quality

CG6 Work and learn autonomously

CG7 Apply knowledge to practice

CG8 Make strategic decisions that take into account specific economic, cultural, social and political conditions.

CG9 Express themselves correctly orally and in writing

CG10 Mastering a foreign language

CG11 Mastering ICT

CG12 Respect fundamental rights

## Specific

CE3 Generate information systems from online environments and social networks to obtain specialized knowledge.

CE8 Distinguish, design, implement and evaluate advanced methods of analysis of information in social media marketing.

## Subject contents

### Content (topic description):

1. Planning and design of qualitative marketing research
2. Design and application of qualitative data collection techniques: in-depth interview, Delphi method, focus group, projective and observation techniques
3. Data analysis techniques and methods: computer-assisted qualitative data analysis, analysis of written and audiovisual content, transcription and coding of information, development and interpretation of semantic networks
4. Preparation and preparation of reports with qualitative data

## Methodology

### Teaching methodologies:

1. Theoretical master class
2. Practical class
3. Laboratory Class
4. Tutoring
5. Individual and group work
6. Autonomous work and study

## Development plan

Fechas (Semanas)	Descripción:	Actividad Presencial	HTP (2) (Horas)	Actividad trabajo autónomo	HTNP (3) (Horas)
Primera Sesión	Presentación asignatura Temas 1-2	Atención a la exposición y resolución de casos prácticos	4	Integración del programa y bibliografía Estudio de los materiales	35
Segunda Sesión	Tema 3 primera parte	Atención a la exposición y resolución de casos prácticos	4	Estudio de los materiales Estudio, preparación y participación en actividad planteada Resolución de casos	35

Tercera Sesión	Tema 3 segunda parte Tema 4	Atención a la exposición y resolución de casos prácticos	4	Estudio de los materiales Estudio, preparación y participación en actividad planteada Resolución de casos	35
Cuarta Sesión	Presentación y entrega de trabajos	Atención a la exposición y presentación de trabajos	3	Estudio de los materiales Finalización del trabajo, y preparación de la exposición	30

(2)HTP = Horas de Trabajo Presencial

(3)HTNP = Horas de Trabajo No Presencial

Fechas (Semanas)	Descripción:	Actividad Presencial	HTP (2) (Horas)	Actividad trabajo autónomo	HTNP (3) (Horas)
Primera Sesión	Presentación asignatura Temas 1-2	Atención a la exposición y resolución de casos prácticos	4	Integración del programa y bibliografía Estudio de los materiales	35
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(2)HTP = Horas de Trabajo Presencial

(3)HTNP = Horas de Trabajo No Presencial

## Evaluation

The course will be evaluated through the delivery of 3 Assessment and Synthesis Activities (AES) and the oral presentation of the final project consisting of the synthesis of the 3 AES.

**AES 1 (25%):** Planning and design of an investigation and collection of qualitative data

**AES 2 (25%):** Initial data analysis

**AES 3 (25%):** Final project: Analysis, interpretation and presentation of qualitative data

Oral presentation of the **final project (25%)**

## Bibliography

### Qualitative Marketing Research

#### English

- Rugen, B. (2014). *Qualitative marketing research: An interactive approach* (285 pp.). Illinois: DecaBooks. ISBN: 978-1-938587-17-7
- Harris, P., Binsardi, B., & Mclean, A. (2016). *Marketing research: Methodologies and digital techniques* (200 pp.). London: SAGE Publications. ISBN: 978-144629965 (This textbook offers an affordable comprehensive 'no frills' overview of both the qualitative and quantitative research methods available to marketing researchers, with a special emphasis on online tools, techniques and technology, social media and the general impact of the digital environment on research methodology. Packed with case studies and real world examples)
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing research: An applied approach. Fifth Edition* (976 pp.). Harlow, UK: Pearson Education Limited. ISBN: 978-1292103129

#### Castellano:

- Merino, M. J. & Yagüez, E. (2012). *Nuevas tendencias en investigación y marketing* (151 pp.). Madrid: ESIC Editorial. ISBN: 978-8473568647
- Báez, J. (2009). *Investigación cualitativa* (401 pp.). Madrid: ESIC Editorial. ISBN: 978-8473565998