Mktg 772: Qualitative Research Methods

MARKETING

This course provides an overview of qualitative research philosophies and methods. It specifically focuses on how marketing researchers choose phenomena to study, articulate research objectives and questions, select an appropriate qualitative research methodology and data source, analyze qualitative data, and write a report of the findings.

3 Credits

Instruction Type(s)

- Lecture: Lecture for Mktg 772

Subject Areas

- Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.