

# 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](#)

