

Fulfilling the core market research educational needs of individuals and companies worldwide.

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Being well-versed in qualitative techniques is increasingly a must for every researcher. In this course you will learn the basics of qualitative market research—when to choose it, how to select the most appropriate method from among the many available, and how to execute.

As always, the nature of the business decision to be made dictates how a researcher designs the study. Some business issues are more exploratory in nature, requiring a broad understanding of a situation and introducing decision-makers to the general nature of the market. Other business issues may benefit from a deeper and more thorough understanding of key issues uncovered in prior research. These and similar kinds of research questions may benefit from a qualitative methodology.

Qualitative Market Research is a fundamental set of tools and processes used to inform business decision-makers. While business courses on both the undergraduate and graduate levels tend to emphasize quantitative market research, qualitative market research has an equally important role to play. Properly design and executed, qualitative techniques not only help researchers design better quantitative studies, they also can help bring to life the key findings of quantitative studies.

The purpose of this foundational course is to give you a comprehensive view of what qualitative market research is and how such projects are executed.

Prerequisite Courses:

There are no prerequisites for enrolling in *Qualitative Market Research*. However, prospective enrollees might also consider our course, *Market Research Design and Data Identification*. See [Principles Express](#) courses for more details.

Learning Objectives

After completing this course you should be able to:

1. Explain the differences between qualitative and quantitative market research in terms of objectives, sample characteristics, types of data provided, analysis methods, outcomes and when to choose each.
2. List some of the types of business decisions that qualitative market research can be used to inform.
3. Give examples of misapplications of qualitative market research and explain why it should not be used in these ways.
4. Identify the different forms of qualitative market research, including direct versus indirect (observational) techniques, and IDIs versus dyads versus focus groups; understand the relative strengths and weaknesses of each; and understand when each should be used.
5. Discuss the use of technology in qualitative market research, including the opportunities offered by mobile technologies.

6. List the steps involved in planning and conducting qualitative market research, including determining an appropriate qualitative method, selecting qualitative research partners, developing the tools required to execute the research, and understanding the differences between domestic and international projects.
7. Describe how a moderator's guide is different than a questionnaire. Discuss the best practices associated with building a successful moderator's guide and observational report.
8. Discuss how to manage client participation in qualitative settings and how to set expectations in the interpretation of results.
9. Discuss the fundamental methods of analyzing and summarizing qualitative data.
10. Give examples of ethical issues specifically related to the conduct and interpretation of qualitative market research.

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For more information about the *Qualitative Market Research*, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.

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