Qualitative Marketing Research and Strategic Planning B7678

Fall 2015

Robert J. Morais  
[rm3075@columbia.edu](mailto:rm3075@columbia.edu)

**COURSE DESCRIPTION**

This course provides an introduction to qualitative marketing research in the context of advertising and marketing strategic planning. Topics range from where qualitative research fits in the overall marketing research toolkit, focus groups, in-depth interviews, interactional research, ethnography, applications of qualitative research in ideation for new products and advertising strategy development, and ethics. The sessions will include ample case histories and class projects.

**COURSE LEARNING OBJECTIVES**

Students will learn theory, methods, and applications of qualitative marketing research. Upon completion of this course, students will be equipped to conduct a wide variety of qualitative marketing research projects, manage qualitative research projects executed by others, and apply research findings to marketing initiatives.

**ASSIGNMENTS**

Individual assignments are noted in the class schedule and grading sections. Most classes will also include team projects.

**REQUIRED COURSE MATERIALS**

* *Qualitative Consumer and Marketing Research.* Russell W. Belk, Eileen Fischer and Robert Kozinets. 2012. Sage. (B)
* *Focus Groups: A Practical Guide for Applied Research*. Richard A. Krueger and Mary Anne Casey. 2014. (Fifth Edition) Sage. (K)
* *Practical Ethnography: A Guide to Doing Ethnography in the Private Sector*. Sam Ladner. 2014. Left Coast Press. (L)

Articles: Links provided

**CLASSROOM NORMS AND EXPECTATIONS**

This course adheres to Columbia Core Culture. Students are expected to be:

**Present**:

On time and present for every session. Attendance will be tracked.

**Prepared:**

Complete pre-work required, expect cold calling. Bring nameplates.

**Participating:**

Constructive participation expected and part of grade. No electronic devices unless explicitly called for by the instructor.

**INCLUSION, ACCOMMODATIONS, AND SUPPORT FOR STUDENTS**

At Columbia Business School, we believe that diversity strengthens any community or business model and brings it greater success. Columbia Business School is committed to providing all students with the equal opportunity to thrive in the classroom by providing a learning, living, and working environment free from discrimination, harassment, and bias on the basis of gender, sexual orientation, race, ethnicity, socioeconomic status, or ability.

Students seeking accommodation in the classroom may obtain information on the services offered by Columbia University’s Office of Disability Services online at [www.health.columbia.edu/docs/services/ods/index.html](http://www.health.columbia.edu/docs/services/ods/index.html) or by contacting (212) 854-2388.

**METHOD OF EVALUATION**

|  |  |
| --- | --- |
| **Action/Due Date** | **% of Grade** |
| Screener and Moderator/IDI Guide – 10/10 | 25% |
| Ethnography and Report – 11/7 | 25% |
| PPT on Relevant Topic of Choice – 12/12 | 25% |
| Class Participation/In-Class Team Project Involvement | 25% |

**COURSE ROADMAP/SCHEDULE**

|  |  |  |
| --- | --- | --- |
| **Date/Time** | **Topic** | **Reading** |
| 9/12  12:30 | Qualitative Research and the Discipline of Marketing Research | B: 1, 2; L: 7 |
| 9/19  8:30 | Thinking from Marketing, Psychological, Anthropological, and Other Perspectives; Hybrid Approaches | B: 7; L: 2  Optional: <http://m.www.na-businesspress.com/IJBA/MoraisWeb.pdf> |
| 9/26  12:30 | Focus Groups | Begin K; B: 6 |
| 10/10 (no class 10/3)  3:45 | In-depth Interviews and online interviewing | Continue K; B: 3 |
| 10/17  8:30 | Interactional Research | Finish K; <http://www.wsm-inc.com/publications/pdf/Interactional.pdf> |
| 10/24  8:30 | Ethnography: Methodology | B: 4, 5; L: 1, 3, 4, 8 |
| 10/31  12:30 | Ethnography: Cases | B: 9; L: 9, 10 |
| 11/7  8:30 | Class Presentations of Individual Student Ethnographies | Catch up on Reading |
| 11/14  3:45 | Marketing Research and the Crafting of Advertising Creative Briefs | Catch up on Reading  Recommended: Jon Steel’s *Truth, Lies, and Advertising: The Art of Account Planning* |
| 11/21  12:30 | Ideation for New products and Marketing/Advertising Strategic Planning | [www.irle.berkeley.edu/workingpapers/167-08.pdf](http://www.irle.berkeley.edu/workingpapers/167-08.pdf) . |
| 12/5 (no class 11/28)  8:30 | Ethics in Marketing Research | L: 6; [www.epicpeople.org/standards-of-practice-for-ethnography](http://www.epicpeople.org/standards-of-practice-for-ethnography) |
| 12/12  12:30 | Student PPT Presentations on Topic of Choice | Reading related to PPT topic |
| 12/19  12:30 | Make-up class if needed | N/A |

Future Reading

(Students should discuss their interest with me and I will offer specific suggestions.)

* Rita M. Denny and Patricia L. Sunderland. 2014. *Handbook of Business Anthropology.* Left Coast Press.
* James A. Holstein and Jaber F. Gubrium. 1995*. The Active Interview.* Sage.
* Ann Jordan. 2013. *Business Anthropology.* Second Edition. Waveland Press.
* Brigitte Jordan, Ed. 2013. *Advancing Ethnography in Corporate Environments: Challenges and Emerging Opportunities*.Left Coast Press.
* Larry D. Kelley and David W. Jugenheimer. 2006. *Advertising Account Planning: A Practical Guide.* M.E. Sharpe.
* Robert V. Kozinets. 2010. *Netnography: Doing Ethnographic Research Online*. Sage.
* Christian Madsbjerg and Mikkel B. Rasmussen. 2014. *The Moment of Clarity.* Harvard Business Review Press.
* Timothy de Waal Malefyt and Robert J. Morais. 2012. *Advertising and Anthropology: Ethnographic Practice and Cultural Perspectives*. Berg/Bloomsbury.
* Hy Mariampolski. 2006. *Ethnography for Marketers*. Sage.
* Robert J. Morais. *Refocusing Focus Groups*. 2010. Paramount Market Publishing.
* Grant McCracken. *Chief Culture Officer. 2009. Basic* Books.
* Jon Steel. 1998. *Truth, Lies, and Advertising: The Art of Account Planning.* Wiley.
* Susan Squires and Bryan Byrne, Eds.  2002. *Creating Breakthrough Ideas: The Collaboration of Anthropologists and Designers in the Product Development Industry.* Bergin and Garvey.
* Clotaire Rapaille. 2006. *The Culture Code*. Broadway Books.
* Patricia L. Sunderland and Rita M. Denny. 2007. *Doing Anthropology in Consumer Research.* Left Coast Press.
* Paco Underhill.1999. *Why We Buy: The Science of Shopping.* Touchstone.