

Ph.D.-course offered by the culture and consumption-group at the Department of Marketing, Faculty of Social Sciences, University of Denmark, Odense Main Campus.

Course Title: Qualitative Methods for Social Sciences

Aim of the course: The course aims to provide Ph.D.-students with a thorough knowledge of qualitative methods as they are developed and used to day in social research. The main purpose of this course is to enable the researchers to generate fruitful methodological insights into their own research, resulting in a methodologically grounded up-to-date, interdisciplinary, reflexive research. Keywords are: adaptive methodology, analogy, autodriving, completion, complexity, consistency, content analysis, creativity, discourse analysis, empathic understanding, ethics, epitomizing, focus group, hierarchy of ideas, information, interpretation, interviewing techniques, introspection, involvement, naturalistic inquiry, observation, participant observation, picturing, projective techniques, reflexivity, semiotics, significations, symbols, theoretical grounding, triangulation, validity, Weltanschauung.

Responsible Department: Department of Marketing, University of Southern Denmark, Odense Campus.

Responsible Organizer: Dominique Bouchet (principal organizer), Department of Marketing, University of Southern Denmark, Odense Main Campus. E-mail: dom@sam.sdu.dk.

Teachers: The lecturers will include Dominique Bouchet, Søren Askegaard and Per Østergaard, University of Southern Denmark, Odense Campus assisted by colleagues from Southern Denmark University (such as Professor Jørgen Dines Johansen and Professor Kirsten Drotner from the Faculty of Humanities), as well as by leading, internationally acknowledged researchers (such as Russell Belk, A. Fuat Firat, and Alladi Venkatesh, who participated in the two former international doctoral courses in qualitative methods organized by the department).

Teaching term: Every 12 to 18 months, starting from November 2001. The course is held as an intensive six to seven days course and takes place at The University of Southern Denmark, or in a conference center near by.

Language: The course is taught in English.

Number of course credits: 5 ECTS Credits

Number of participants: A limited number of 25 students will be enrolled in the course.

Prerequisites: No particular prerequisites required for Ph.D.-students.

Program: A detailed program for the course is available at least three months ahead of time.

Literature: Central, theoretical and practical contributions from the classical as well as the most recent literature on qualitative methods and internationalization. That is, contributions from applied semiotics (as developed by the late lamented Jean-Marie Floch), projective techniques, participant observations, focus group, interviewing techniques and the like. Participants who already read some of the proposed literature will be provided with more advanced references. A bibliography is available.

Time of evaluation: After the course has been held.

Examination requirements: The participants are evaluated against a background of active participation as well as a brief report exposing the results of a given exercise to be carried out after the course. The report must be submitted no more than three months after the course has been held. The report will be evaluated by at least two of the faculty members. Assessment is made from the criterion passed/not passed.