

**MKTG 6105 (SUMMER 2019)**  
**ADVANCED TOPICS IN MARKETING**  
**QUALITATIVE & SURVEY METHODS FOR BUSINESS RESEARCH**

**A. GENERAL INFORMATION**

Instructor: Dipankar Chakravarti  
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Office Hours: By appointment  
Class Meetings: Days and Times as per Class Schedule  
Pre-requisites: Instructor consent  
Teaching Assistant: Stephen Hood  
Classroom/Phone: **NVC: 219; Tech Support: 703-538-8487**  
Zoom Link: <https://virginiatech.zoom.us/j/4435461042>

**B. COURSE MATERIAL**

There are two recommended textbooks for this course.

1. Taylor, Steven J., Robert Bogdan and Marjorie L. DeVault (2015), *Introduction to Qualitative Research Methods.* 4<sup>th</sup> Edition, Hoboken, NJ: John Wiley & Sons.
2. Dillman, Don A., Jolene D. Smyth and Leah Melani Christian (2014), *Internet, Phone, Mail and Mixed Mode Surveys: The Tailored Design Method.* 4<sup>th</sup> Edition, Hoboken, NJ: John Wiley & Sons.

**C. COURSE OBJECTIVES**

This is an advanced course in qualitative and survey methods relevant to basic and applied research problems in business. *The course is not an introductory research methods course.* Students should have a serious interest in how social science research is conceived, conducted, implemented, and interpreted in business contexts. Working knowledge of basic statistics is assumed. Students will also require a good understanding of substantive business contexts. The specific course objectives are to help students develop the skills to:

- translate basic/applied business issues into appropriate academic research questions;
- identify the appropriate method(s) of investigation for a range of business research questions;
- evaluate governing principles, and merits and limitations of qualitative and survey research approaches;
- recognize the independent and supporting roles of qualitative and survey research in business contexts;
- design and conduct business research studies using qualitative and/or survey methods;
- interpret the research results, assess the substantive meaning and implications of the findings; and
- situate business research in its broader applied social research context.

**D. COURSE MECHANICS AND GRADING**

The course will meet as specified in the class schedule. Class meetings will involve lectures, discussion, critical analysis and synthesis of assigned readings. Students must stay current with reading assignments and contribute to class discussion. Grades will be based on the following items:

- Class Participation: 10%;
- Qualitative Research Project 30%;
- Survey Research Project: 30%; and
- Final Take-home Examination: 30%.

E. CLASS SCHEDULE OVERVIEW [R = Residential sessions; Remote sessions in Purple]

MODULE I: QUALITATIVE RESEARCH METHODS

- 05/17R FR Session 1: Course Organization and Overview  
Session 2: Qualitative Research Methods: Overview and Epistemological Stances
- 05/18R SA Session 3: Depth Interviews: Concepts & Processes  
Session 4: Qualitative Research Project Assignment
- 05/24-25 No class: Memorial Day Break
- 06/01-02 No class: Review Project Assignment
- 06/08-09 No class: Review Project Assignment
- 06/14R FR Session 5: Group Interviews – Concepts and Processes  
Session 6: Group Interviews – Variations and Computer Mediated Processes
- 06/15R SA Session 7: Ethnography: Concepts and Processes  
Session 8: Ethnography on the Internet
- 06/21-22 No class: Review Project Assignment
- 06/29 SA Session 9: Ethnography: Analysis, Interpretation & Writing (contd.)  
Session 10: Ethnography: Ethics, Politics, and Emerging Issues
- 07/05-06 No class: July 4 break
- 07/12R FR Session 11: Case Studies and Clinical Research  
Session 12: Qualitative Research with Archival and Secondary Sources

MODULE II: SURVEY RESEARCH METHODS

- 07/13R SA Session 13: Measurement: Representational Concepts  
Session 14: Spatial and Non-spatial Representation
- 07/15 M Submit Qualitative Research Project Assignment
- 07/19 FR Session 15: Graph and Set Theoretic Representation  
Session 16: Measurement: Psychometric Perspectives
- 07/20R SA Session 17: Contemporary Survey Research  
Session 18 : Survey Instrumentation - Questionnaire Design
- 07/26R FR Session 19: Survey Implementation - Self Administration (Mail and Internet)  
Session 20: Survey Implementation: Administered Interviews  
Session 21: Simple Random Sampling
- 07/27R SA Session 22: Other Basic Sampling Approaches  
Session 23: Advanced Sampling Methods  
Session 24: Applied Sampling – Current and Emerging Issues

MODULE III: SYNTHESIS AND SUMMARY

- 08/02R F Session 25: Meta-Analysis and Effect Size: Concepts  
Session 26: Meta-Analysis and Effect Size: Applications
- 08/03R SA Session 27: Validity and the Research Process  
Session 28: Course Summary & Final Examination Review
- 08/09-10 No class
- 08/12 M Submit Survey Research Project
- 08/19 M Submit Final Examination

## F. DETAILED CLASS SCHEDULE AND READING ASSIGNMENTS

The class schedule and reading list follows. Students are responsible for staying in touch with daily course progress and for securing course materials handed out in class. Titles under “Additional References” are suggestions for independent reading. Work on course projects should proceed concurrently with coursework so that deadlines are met.

### MODULE I: QUALITATIVE RESEARCH METHODS

#### 05/17R FR **Session 1: Course Organization and Overview** **Session 2: Qualitative Research Methods: Overview and Epistemological Stances**

1. Chakravarti, Dipankar and Rowena Crabbe (2019), “Qualitative Research for Consumer Psychology.” In F. Kardes, P. Herr and N. Schwarz eds. *Handbook of Research Methods in Consumer Psychology*. New York, NY, Routledge.
2. Taylor, Bogdan and Devault, Chapters 1-2

#### Additional References:

1. Schwandt, Thomas A. (2015), “*The Sage Dictionary of Qualitative Inquiry*.” 4th ed. Thousand Oaks, CA, Sage.
2. Lincoln, Yvonna S., Susan A. Lynham, and Egon G. Guba (2016), “Paradigmatic Controversies, Contradictions and Emerging Confluences, Revisited.” In N..Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 5th ed.* Los Angeles, CA, Sage, 108-150.

#### 05/18R SA **Session 3: Depth Interviews: Concepts and Processes** **Session 4: Course Project Assignment**

1. Taylor, Bogdan and DeVault, Chapters 3-4
2. McCracken, Grant (1988), “*The Long Interview*.” *Qualitative Research Methods*, #13, Los Angeles, CA, Sage.

#### Additional References:

1. Brinkman, Svend (2016), “The Interview.” In N..Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 5th ed.* Los Angeles, CA, Sage, 576-599
2. McQuarrie, Edward (2008), “*Customer Visits: Building a Better Market Focus*.” 3rd ed, Los Angeles, CA, Sage.

05/24-25 **No class: Memorial Day Break**  
06/01-02 **No class: Review Project Assignment**  
06/08-09 **No class: Review Project Assignment Remote Tutorial (TBA)**

#### 06/14 FR **Session 5: Group Interviews – Concepts and Processes** **Session 6: Group Interviews – Variations and Computer Mediated Processes**

1. Stewart, David and Prem N. Shamdasani (2015), “*Focus Groups: Theory and Practice*,” 3<sup>rd</sup> Edition Applied Social Research Methods Series, 20, Los Angeles, CA, Sage Publications. (Skim Chapters 1- 10)
2. Chakravarti, Dipankar, Carol Bruneau, Dan Mittelman and Peggy Sue Loroz (updated 2019), “Electronic Focus Groups.” PowerPoint Presentation.

#### Additional References:

1. Kamberetis, George, Greg Dimitriadis and Alyson Walker (2016), “Focus Group Research and/in Figured Worlds.” In N..Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 3rd ed.*, Los Angeles, CA, Sage. 692-716.

**06/15R SA      Session 7: Ethnography: Concepts and Processes**  
**Session 8: Ethnography on the Internet**

1. Fetterman, David M. (2010), "*Ethnography Step By Step.*" 3rd ed. Vol. 17 Applied Social Research Methods Series, Los Angeles, Sage. (Read Chapters 1-4).
2. Kozinets, Robert (2015), "*Netnography Redefined.*" 2<sup>nd</sup> ed., Los Angeles, Sage. (Read Chapters 1-4)

Additional References:

1. Spradley, James P. (2016), "*Participant Observation.*" Long Grove, IL: Waveland Press
2. Markham Annette (2016), "Ethnography in the Digital Internet Era: From Fields to Flows, Descriptions to Interventions." In N. Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 5th ed*, Los Angeles, CA, Sage, 650-668

**06/21-22      No class**

**06/29 SA      Session 9: Ethnography: Analysis, Interpretation & Writing**  
**Session 10: Ethnography: Ethics, Politics, and Emerging Issues**

1. Taylor, Bogdan and DeVault, Chapters 5-7; Appendix 1-2
2. Fetterman, David M. (2010), "*Ethnography Step By Step.*" 3rd ed, Vol. 17, Applied Social Research Methods Series, Los Angeles, CA, Sage. (Read Chapters 5-7).
3. Kozinets, Robert (2015), "*Netnography Redefined.*" 2<sup>nd</sup> ed., Los Angeles, Sage. (Skim Chapters 5-11)

Additional References::

1. Richardson, Laurel and Elizabeth Adams St. Pierre (2016), "Writing: A Method of Inquiry." In N. Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 5th ed*, Los Angeles, CA, Sage 818-838.
2. Anssi Perakyla and Johanna Ruusuvuori (2016), "Analyzing Talk and Text." In N. Denzin & Y. Lincoln eds., *Handbook of Qualitative Research, 5th ed*, Los Angeles, Sage, 669-691.
3. Christians, Clifford G. (2015), "Ethics and Politics in Qualitative Research." In N. Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 5th edition*, Los Angeles, Sage. 66-82.
4. Cannella, Gil and Yvonna Lincoln (2016), "Ethics, Research Regulations and Critical Social Science." In N. Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 5th ed*, Los Angeles, CA. Sage. 83-96

**07/12R FR      Session 11: Case Studies and Clinical Research**  
**Session 12: Qualitative Research with Archival and Secondary Sources**

1. Yin, Robert K. (2014), "*Case Study Research: Design and Methods.*" 5th ed. Applied Social Research Methods Series, Volume 5, Los Angeles, CA, Sage. (Skim)
2. Hodder Ian (2000), "Interpreting Documents and Material Culture." In N. Denzin & Y. Lincoln eds., *Handbook of Qualitative Research, 2<sup>nd</sup> ed.* Thousand Oaks, CA, Sage Publications, 703-716.

Additional References:

1. Miller, William L. and Benjamin Crabtree (2005), "Clinical Research." In N. Denzin & Y. Lincoln eds., *The Sage Handbook of Qualitative Research, 3<sup>rd</sup> ed.*, Thousand Oaks, CA, Sage Publications, 605-639

## MODULE II: SURVEY RESEARCH METHODS

### 07/13R SA      **Session 13: Measurement: Representational Concepts** **Session 14: Spatial and Nonspatial Representations**

1. Judd, Charles M. and Gary H. McClelland (1998), "Measurement." In D. Gilbert, S. Fiske, and G. Lindzey, eds., Chapter 5, *Handbook of Social Psychology*, 4<sup>th</sup> ed, New York, NY, Oxford University Press, 180-232. (Review pages 180-201).

#### Additional References:

1. **Multidimensional Scaling:** Young, Forrest W. (2013), *Multidimensional Scaling: History, Theory and Applications*. The Psychology Press.
2. **Cluster Analysis:** Aggarwal, Charu C. and Chandan K. Reddy (2013), "Data Clustering: Algorithms and Applications, Chapman and Hall/CRC Data Mining and Knowledge Discovery Series
3. **Conjoint Analysis:** Raghavarao, Damaraju, James B. Wiley, and Pallavi Chitturi, (2010), *Choice-Based Conjoint Analysis: Models and Designs*, Boca Raton, FL CRC Press.

### 07/15 M      **Submit Qualitative Research Project Assignment (E-mail to [hoodste@vt.edu](mailto:hoodste@vt.edu) by 6.00 p.m. EST)**

### 07/19 FR      **Session 15: Graph and Set Theoretic Representations** **Session 16: Measurement: Psychometric Perspectives**

1. Corter, James E. (1996), "Tree Models of Similarity and Association." Volume 112, *Quantitative Applications in the Social Sciences*, Thousand Oaks, CA, Sage Publications.
2. Tversky, Amos (1977), "Features of Similarity." *Psychological Review*, 84, 4, 327-352.
3. Judd, Charles M. and Gary H. McClelland (1998), "Measurement." In D. Gilbert, S. Fiske and G. Lindzey, eds., Chapter 5, *Handbook of Social Psychology*, 4<sup>th</sup> ed., New York, NY, Oxford University Press, 180-232. (Review pages 201-232).

#### Additional References on Psychometric Measurement Topics:

Baker and Kim: (2017): *The Basics of Item Response Theory: Using R* (Springer)

Brennan (2001), *Generalizability Theory*: (Springer)

Slaney (2017), "Validating Psychological Constructs (Palgrave)

Also see, MacKenzie, Scott B, Philip M. Podsakoff and Cheryl B. Jarvis, (2005). "The Problem of Measurement Model Misspecification in Behavioral and Organizational Research and Some Recommended Solutions," *Journal of Applied Psychology*, 90, 4, 710-730.

### 07/20 SA      **Session 17: Survey Research: A Contemporary Introduction** **Session 18: Survey Instrumentation: Questionnaire Design**

1. Dillman, Smyth and Christian, Chapters 1, 2 & 3
2. Dillman Smyth and Christian, Chapters 4, 5 and 7; Skim Chapter 6

### 07/26R FR      **Session 19: Survey Implementation: Self Administration (Mail and Internet Surveys)** **Session 20: Survey Implementation: Administered & Mixed Mode Interviews**

1. Dillman, Smyth and Christian, Chapters 9 and 10

2. Dillman Smyth and Christian, Chapters 8 and 11
- 07/26R FR      Session 21: Simple Random Sampling**  
**Session 22: Other Basic Sampling Approaches [Session to go until 7.30 p.m.]**
1. Frankel, Martin (1983), "Sampling Theory." In P. Rossi, J. Wright and A. Anderson, eds. *Handbook of Survey Research*, Chapter 2, New York, NY, Academic Press. (Read pages 21-47)

**07/27R SA      Session 23: Advanced Sampling Methods**

1. Frankel, Martin (1983), "Sampling Theory." In P. Rossi, J. Wright and A. Anderson, eds. *Handbook of Survey Research*, Chapter 2, New York, NY, Academic Press. (Read pages 47-67)
2. Chakravarti, Dipankar (2017), "Bayesian Reasoning in Sampling." Teaching Note, Virginia Tech, Pamplin college of Business.

**07/27R SA      Session 24: Applied Sampling – Current and Emerging Issues**

1. Dillman, Don A., John L. Eltinge, Robert M. Groves, and Roderick J.A. Little (2002), "Survey Nonresponse in Design, Data Collection and Analysis." In R. M. Groves, D. A. Dillman, J. L. Eltinge and R. J.A. Little (eds.) in *Survey Nonresponse*
2. Couper, Mick P (2017), "New Developments in Survey Data Collection." *Annual Review of Sociology*, 43, 1, Palo Alto, CA, Annual Reviews Inc.

**MODULE III: SYNTHESIS AND SUMMARY**

**08/02R FR      Session 25: Meta-Analysis and Effect Size: Concepts**  
**Session 26: Meta-Analysis and Effect Size: Applications [Session to go until 7.30 p.m.]**

1. Hunter, John E. and Frank L. Schmidt (2014), "*Methods of Meta-Analysis: Correcting Error and Bias in Research Findings.*" 3<sup>rd</sup> Edition. Chapters 1 and 2
2. Edeling, Alexander and Mark Fischer (2016), "Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis." *Journal of Marketing Research*, 53, 4, August 515-534
3. Eagly Alice H. and Blair T. Johnson (1990), "Gender and Leadership Style: A Meta-Analysis" *Psychological Bulletin*, 108, 2, 233-256.

Additional References:

1. Hunter, John E. and Frank L. Schmidt (2014), *Methods of Meta-Analysis: Correcting Error and Bias in Research Findings.* 3rd Edition.  
 Chapters 3-10: Meta-Analysis of Correlations, Experimental Effects and Other Dichotomous Comparisons.  
 (Chapters 9 -14: General Issues in Meta-Analysis).

**08/03R SA      Session 27: Validity and the Research Process**  
**Session 28: Course Summary & Final Exam Review**

1. Brinberg, David and Joseph E. McGrath (1985), "*Validity and the Research Process.*" Los Angeles, CA, Sage Publications.

**08/12 M      Submit Survey Research Project**  
**08/19 M      Submit Final Examination**

(E-mail to [hoodste@vt.edu](mailto:hoodste@vt.edu) by 6.00 p.m. EST on specified date)