

DISCIPLINA..... Multi-Methods in Marketing  
 SEMESTRE/ANO.... 1º/2020  
 CURSO..... CMCD AE  
 CARGA HORÁRIA...  30 horas ou  15 horas (selecionar)  
 PROFESSOR..... Tânia Modesto Veludo-de-Oliveira  
 LÍNGUA..... Inglês

### DESCRIÇÃO DA DISCIPLINA

The main objectives of this course are:

1. To present contemporary views on multi-method and mixed method research, taking into account the foundational knowledge and terminology of the field and the concept of triangulation.
2. To define and distinguish multi-method and mixed method research.
3. To discuss paradigmatic assumptions of multi-method and mixed method research.
4. To illustrate how qualitative and quantitative strands can be integrated, considering different data sources and stages of the research process.
5. To discuss the current status quo of the use of multi-method and mixed method research in marketing studies.
6. To present the major mixed methods designs and discuss how they can be applied in marketing studies.
7. To provide a solid basis for critical thinking on the use of multi-method and mixed method approaches in marketing studies and discuss situations where these approaches may be suitable or the best choice.
8. To acknowledge the advantages and challenges of applying mixed method research in marketing studies.
9. To provide the tools to design a multi-method or mixed method research in a marketing study, by making the student familiar with various methods of data collection that can be combined in a single marketing project.
10. To enable the student to develop his/her own ideas on a marketing research topic as well as his/her ability to conceptualize and plan a research, applying a multi-method or mixed method research design.

### OBJETIVOS DA DISCIPLINA

Os objetivos de aprendizagem da disciplina estão apresentados na tabela abaixo, demonstrando como os mesmos contribuem para os objetivos do CMCDAE.

Objetivos do CMCDAE	Objetivos da disciplina	Grau de contribuição
Métodos qualitativos de pesquisa		○ ○ ○
Métodos quantitativos de pesquisa		○ ○ ○
Conhecimento do tema de pesquisa / teoria		○ ○ ○
Procedimentos de pesquisa	Students will be able to advance their own dissertation or thesis project, making their methodological choices clearer and adequately justified.	● ● ●
Relevância e inovação em pesquisa	The student will be able to judge when the integration of qualitative and quantitative methods has the potential to strengthen the methodology of marketing studies and when this integration represents a methodological innovation that will allow a broader understanding of the phenomenon under study.	● ● ●
Elaboração de artigos		○ ○ ○
<u>Outros objetivos da disciplina:</u> ---		

A descrição completa dos objetivos de aprendizagem do CMCDAE e outras informações podem ser encontradas em <https://rebrand.ly/cmae-eaesps> (mestrado) e <https://rebrand.ly/cdae-eaesps> (doutorado).

## CONHECIMENTO PRÉVIO, SE HOUVER

## CONTEÚDO/METODOLOGIA

The course includes the following content:

1. Definitional issues in multi-methods and mixed methods research
2. The major mixed method designs
3. Multi-methods and mixed-methods in marketing
4. Advantages and challenges of multi-methods and mixed methods research in marketing studies
5. Quantitizing and qualitzing

The course is totally centred on the student. The students should prepare pro-actively for all their classes. They should read the recommended material (articles and book chapters) and seek additional bibliography that will help them to understand the theories and methods presented in the reading material. It is expected that the students should be prepared to discuss the content of the recommended texts in class. We shall address various research methodologies during the course. These will be presented as part of the discussion of the conceptual themes addressed during the course. Apart from the multi-method and mixed method research designs, there will be no lessons on specific methodological content. Students should seek additional information about the methodology which they wish or need to investigate. There is a project to be developed over the period covered by the course. It should be undertaken individually by each student and the students should organise their studies from the first lesson day to complete it on time. The professor will be at their disposal to solve doubts and exchange ideas on the project and the methodology involved.

## CRITÉRIO DE AVALIAÇÃO

Homework (1 + 2)	30%
Group activities (Activities 1 + 2 + 3 + 4)	10%
Exam	30%
Individual research project	30%

## BIBLIOGRAFIA (BÁSICA E COMPLEMENTAR)

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**AULA-A-AULA (OPCIONAL)**

**MINI CV DO PROFESSOR (OPCIONAL)**

**OUTRAS INFORMAÇÕES (OPCIONAL)**