



2nd Level Master's Degree

Qualitative methods applied to social and marketing research

Third edition - A.A. 2011-2013
offers

SERIES OF SEMINARS IN ADVANCED QUALITATIVE RESEARCH METHODS AND TECHNIQUES

held by scholars with a recognized expertise in the field of qualitative research applied to marketing and social issues. The seminars focus on new methodological and technical frontiers of qualitative methods and are dedicated to intermediate and advanced researchers working in Marketing Research Institutes, Industries and Universities. Lectures will be partially in Italian e partially in English.

Friday, April 15th, from 9.30 to 18.30

Engaging people in the research process: the partecipatory-action research approach

Prof. M. Mayan, University of Alberta

Friday, May 13th, from 9.30 to 18.30

When qualitative research starts from nothing: doing grounded theory

Prof. M. Tarozzi, University of Trento

Saturday, July 2nd, from 9.30 to 18.30

Is grounded theory "one" or "multi"? The evolving trends in the grounded theory methodological tradition

Prof. K. Olson, University of Alberta

Friday, June 10th, from 9.30 to 18.30

Meanings of tales: working with story telling and narrative inquiry

Prof. G. Scaratti, Catholic University of Sacred Hearth

Friday 16th and Saturday 17th of September, from 9.30 to 18.30

Beyond words: the heuristic value of ethnography

Prof. G. Gobo, University of Milan

Friday, September 30th and Saturday, October 1st*, from 9.30 to 18.30

Visual methods: semiotic analysis of visual artefacts

Prof. R. Eugeni and Dr. Bourlot, Catholic University of Sacred Hearth

Friday, November 18th, from 9.30 to 18.30

Get your hands dirty: managing, describing and interpreting qualitative data

Dr. G. Graffigna, Catholic University of Sacred Hearth

Saturday, November 19th, from 9.30 to 18.30

Software assisted analysis of textual data: Atlas.Ti

Dr. E. De Gregorio, University of Genova

Friday, December 2nd, from 9.30 to 18.30

The quantitative Lexicographic analysis of text: T-Lab

Dr. E. Lozza, Catholic University of Sacred Hearth

Friday, December 16th, from 9.30 to 18.30

Qualitative research through and about the internet: new frontiers for e-research

Dr. G. Graffigna, Catholic University of Sacred Hearth

Saturday, January 28th*, from 9.30 to 13.30

Non conventional qualitative research for non conventional marketing

Prof. B. Cova, Euromed Management

Lectures will take place at the **Catholic University of Milan, Via Nirone 15.**

For further information, please visit the site <http://master.unicatt.it/milano/metodiqualitativi> or contact Chiara Libreri (chiara.libreri@unicatt.it)

*Seminars dates might vary, please check the site <http://master.unicatt.it/milano/metodiqualitativi> for further information