



Specialisation in Service Management/SMW
Winter term 2026/2027

In the Winter term 2026/2027, the Chair of Marketing & Service Management is offering a course on the following topic for undergraduate students of the bachelor's degree programme:

Qualitative Research Methods in Service Marketing

This course is offered as a taught blocked course led by Prof. Dr. Katrien Verleye (Ghent University, Belgium) and will take place on campus. It is primarily intended for students specializing in Service Management, DLM (Module Groups H-1/H-2 or I-1/I-2 for B.Sc. in Business Administration) or Sport Management and Marketing, SMV (Module Group B-6 for B.Sc. in Sport, Business and Law). Subject to availability, students from other degree programs may also be admitted. Module content and information are listed below.

Course description

This course allows you to make **informed decisions** about the use of qualitative research methods in service marketing and what qualitative research approaches are most appropriate for studying service marketing problems. Additionally, you gain insight into the **different steps** of the qualitative research process, going from design over data collection and analyses to reporting. Finally, this course allows you to **design** your own qualitative research project for service marketing purposes while **assessing** the rigour and trustworthiness of qualitative research projects performed by others.

Course learning outcomes

Students who successfully complete this course will be able to:

- Understand the importance of qualitative versus quantitative research methods for addressing service marketing issues
- Understand the essential characteristics of different qualitative research approaches to address service marketing problems
- Understand the implementation of different qualitative research approaches to address service marketing problems in terms of design, data collection and analyses, and reporting
- Applying qualitative research approaches in relation to a specific service marketing problem in a thoughtful manner
- Applying various techniques to gather, analyse, and report about qualitative data in a thoughtful manner
- Critically reflect upon the suitability of qualitative research approaches and their implementation in addressing service marketing problems

Teaching format:

This block course is delivered on campus over 5 teaching days (see course dates and content below). During this time, we will run a combination of self-learning, highly interactive lectures and individual and group assignments with consultations with the lecturer to get intermediate feedback.

On October 26th, 2026, you will find learning materials on e-learning with guidance about getting prepared for the course. Make sure you familiarize yourself with this learning material in advance. During the course week, the remaining course material and accompanying assignments will be released – all to be processed and performed during the course week.

Course language: English

Registration for the course via cmlife:

Monday, **12th October 2026**, 09:00am until Friday, **23th October 2026**, 11:59pm.

Places will be allocated on a **first-come, first-served** basis. However, priority will be given to students enrolled in the **B.Sc. in Business Administration** and **B.Sc. in Sport, Business and Law** programs.

Getting prepared:

October 26th, 2026: check your e-learning platform for course preparation and learning materials.
Please ensure that you check the available material before coming to class.

Course dates and content:

- November 09th, 2026: 9:00 – 10:30; 11:00 – 12:30
interactive lecture on qualitative research design
- November 09th, 2026: 13:30 – 15:00:
group assignment on qualitative research design with consultation
- November 10th, 2026: 9:00 – 10:30; 11:00 – 12:30:
interactive lecture on qualitative data gathering
- November 10th, 2026: 13:30 – 15:00:
group assignment on qualitative data gathering with consultation
- November 11th, 2026: 9:00 – 10:30; 11:00 – 12:30:
self-learning + individual assignment on qualitative data analysis
- November 11th, 2026: 13:30 – 15:00:
interactive lecture on qualitative data analysis
- November 12th, 2026: 9:00 – 10:30; 11:00 – 12:30:
group assignment on qualitative data analysis and reporting
- November 12th, 2026: 13:30 – 15:00:
interactive lecture on qualitative data analysis and reporting
- November 13th, 2026: 9:00 – 10:30; 11:00 – 12:30:
presentations group assignments
- November 13th, 2026: 13:30-15:00: wrap-up lecture with time for Q&A

Assessment format:

1. Participation during the course week (20 %): The participation of each student will be assessed by observing their input to the individual and group assignments (presumably) in Google Docs and their contributions to the consultations and interactive lectures.

2. Presentation of the group assignment (30%): During the course week, students will develop a qualitative research project for a service marketing purpose in small groups, thereby describing and justifying choices in terms of research design, data gathering, data analysis, and reporting. At the end of the week, they present their qualitative research project.

3. Individual report after the course week (50 %): Based upon the qualitative research project for a service marketing purpose developed during the course week, each student individually reports one learning point for each of its component (i.e., research design, data gathering, data analysis, and reporting) (max. ½ page per learning point => max. 2 pages) and also evaluate the strengths and weaknesses of a qualitative research project on a service marketing purpose that is assigned to them at the end of the course week (max. 2 pages).

→ deadline: December 18th, 2026

Biography:

Katrien Verleye is Associate Professor of Service Innovation and Research Coordinator at the Service Innovation & Design Group at Ghent University (UGent) and co-directing the Center for Service Intelligence with Bart Larivière. Within the domain of service innovation, her main research interests relate to multi-actor engagement in complex networks/ecosystems and co-creating value for a healthy, digitalized and circular world. She has taught a variety of (service) marketing and innovation management courses along with courses on qualitative research methods at undergraduate, graduate, and doctoral levels. Additionally, Katrien also acts as Coordinator of the Qualitative Research Module in the Executive DBA program at Vlerick Business School in collaboration with Ghent University and KU Leuven, Belgium.

In case you have **questions**, please contact me via email at katrien.verleye@ugent.be.