

## CMST 6980 - Qualitative Research Methods

Fall 2026 Syllabus, Section 01, CRN 41314,

Credit hours: 3

### Instructor

Rebecca Curnalia

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### Public Instructor Information

Professor: Dr. Rebecca Curnalia

#### Credentials:

Ph.D., 2007, Kent State University, Communication Studies (Media and Persuasion emphasis)

M.A., 2003, Northern Illinois University, Communication Studies (Theory emphasis)

B.A., 2001, Olivet College, Communication (Journalism emphasis)

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### Course Description

6980. Qualitative Research Methods. Introduction to and application of qualitative research methods relevant to business communication settings. 3 s.h.

### Course Readings

| Group    | Title                                                | Author                 | ISBN          |
|----------|------------------------------------------------------|------------------------|---------------|
| Required | Qualitative research methods for the social sciences | Lune, H. & Berg, B. L. | 9780137561469 |

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

### Schedule of Topics and Assignments

| Day | Date  | Reading(s)       | Proposed Topic              | Due/To Prepare for Class |
|-----|-------|------------------|-----------------------------|--------------------------|
| Wed | 8/26  | Chapter 1        | Intro to Qualt              |                          |
| Wed | 9/2   | Chapter 2        | Designing Qualt Research    |                          |
| Wed | 9/9   | Chapter 3        | Research Ethics             |                          |
| Wed | 9/16  | Chapter 4        | Interviewing                |                          |
| Wed | 9/23  | Chapter 5        | Focus Groups                |                          |
| Wed | 9/30  | Midterm Exam     |                             |                          |
| Wed | 10/7  | Chapters 6 and 8 | Ethnography and Observation |                          |
| Wed | 10/14 | Chapter 10       | Case Studies                |                          |
| Wed | 10/21 | Chapter 11       | Qualt Analysis              |                          |
| Wed | 10/28 |                  | Data Collection             |                          |

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|     |       |            |                           |
|-----|-------|------------|---------------------------|
| Wed | 11/4  | Chapter 12 | Writing Results           |
| Wed | 11/11 |            | Veteran's Day             |
| Wed | 11/18 |            | Data Collection           |
| Wed | 11/25 |            | Thanksgiving Break        |
| Wed | 12/2  |            | Finalize Research Reports |
| Wed | 12/9  |            | Class Presentations       |

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.