

3 rd year of license- Marketing	3 nd TD Dr. GOURI M	Full name:.....
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❖ **Qualitative research (Focus group):**

- You have to form 4 groups of 08 people each one.
 - Simulate a focus group by following the steps of the lesson.
- To help you:
- Firstly, choose the problem or the topic of the discussion.
 - Secondly, determine the items of the guide.
 - Then, prepare the answers.
 - Finally choose an animator.

Start acting !