



3 rd year of license- Marketing	4 th TD Dr. GOURI M	Full name:.....
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Qualitative research (Focus group)

- You have to form 04 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!