Focus Groups: Methodology and Research Strategies

I. COURSE DESCRIPTION:
This course is an intensive overview of focus group procedures. Attention will be placed on question development, moderator skills, analysis strategies and planning critical logistical details of focus group interviews, and analyzing results of focus group interviews. This course will examine unique methodological characteristics of focus group interviews, identify emergency trends, and explore areas of appropriate and inappropriate use.

II. COURSE OBJECTIVES AND OUTCOMES:
1. Describe the unique methodological characteristics of focus group interviews.
2. Discuss appropriate and inappropriate uses of focus group research.
3. Recruit participants and manage other logistical detail associated with focus group interview.
4. Develop a focus group
5. Moderate a focus group
6. Analyze focus group interview results
7. Prepare a report summarizing research results
8. Discuss emerging trends in focus group research

VI. Evaluation, Grade Assignment, and Deliverables:

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<tr>
<th>Required Texts</th>
<th>Assessment Activities</th>
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<th>Class Hours</th>
<th>Deliverables</th>
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<td>1st and 2nd week: 7:00-9:30pm (M &amp; T) 3rd week: Sta. Clara TAMU Center Mexico 4th week: Online</td>
<td>• Conduct a focus group session during the third week of classes attending the Sta. Clara TAMU center in Mexico • Peer debrief report • Scholarly presentation during the 4th week back in TAMUCC • Reflexive journal</td>
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VII. HIGH IMPACT PRACTICES (HIPS):
- Learning communities
- Writing-Intensive courses
- Collaborative Assignments and Projects
- Diversity and Global learning

VIII. Students Learning Outcomes (SLOs):
- Critical thinking
- Global Learning
- Inquiry and Analysis
- Integrative Learning
- Intercultural Knowledge and competencies