

ST327 Case Studies: Market Research Projects

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A reminder about assessment

Overall, the case study components count for 40% of the overall grade for ST327.

This consists of 15% for the group presentation and 25% for your individual project.

The remaining 60% is your examination in the Spring term.



The research brief



This year, the client brief is from Greggs, the Bakers.



The brief contains details on background information, business aims, the research aims, the sample size and an idea of budget.



You should carefully read the brief and these guidelines, and your report should respond to it as if you were representing a Market Research company.

The ST327 Market Research Individual Case Study



The project is to create a market research proposal which details how you **propose** to conduct the research that is requested in the brief.

The proposal should include, but not be limited to, the proposed mode of fieldwork, the method of sampling, a sample size, details about qualitative work, creating a draft questionnaire and proposing multivariate statistical analysis to help with the research aims.

You should also describe the market context, expand on your interpretation of the research objectives and suggest some other possible research objectives.



A few important
points and
distinctions
from the Group
work



You are not required to conduct or collect any primary research for this project



The use of Generative AI for this work is strictly prohibited



You are not required to draw business conclusions



Please note

This exercise is treated as an open-book examination so **no help can be given in respect of content.**

Only administrative questions will receive a response.



Timing and Deadline

The deadline for the individual project is Tuesday 6 May 2025 at 12:00 (midday).

The submission portal will be on the ST327 course Moodle page.

A penalty of **5 marks** for every **24 hours** will be applied for late submissions, i.e. a submission which is received between 6 May at 12:01 and 7 May at 12:00 will incur a penalty of 5 marks, a submission received between 7 May at 12:01 and 8 May at 12:00 will incur a penalty of 10 marks etc. (up to a maximum of 25 or the nominal mark of the project, whichever is the lower).

Length

The length of the main report should not exceed 3,500 words. You should include a questionnaire and table of contents, neither of which will count towards the word limit.

Please note there is no allowance in the word limit. If you exceed the stated word limit, you will be penalised.

Signature

Other information

If you wish, you may also include a Technical Appendix at the end of the document (excluded from the word count) but the examiners do not have to consider anything included here for marking.

Report and submission specifications

The text should be spaced using the 1.5 lines setting and you should use the 'Calibri Light' font, sized 11. The word limit does not apply to text not in the main body such as footnotes, diagrams and labels.

The front of the submission should include your **Candidate Number** (not your name) and the **word count**. You should also acknowledge any help or assistance you received, and you must quote all data sources where possible. The file should be submitted in PDF format and should be named:

[Your Candidate Number]_ST327.pdf

The Mark Scheme

The 25 marks available for the project will be allocated as follows:

- Demonstration of a full understanding of the client's issue/business problem (max 2 marks)
- A clear explanation of the specific aims of the research (max 2 marks)
- Thorough justification of the sampling and fieldwork approaches chosen and rejected (max 4 marks)
- Creativity and imagination in your approach to the research (max 2 marks)
- Clear and concise expression of the ideas and your knowledge (max 3 marks)
- Proposing a sensible sample size and calculating an estimated 95% confidence interval (max 3 marks)
- Explanation of your chosen statistical analysis technique(s) and clear examples of how this will benefit the client (max 3 marks)
- A well-thought-out questionnaire design/guide to qualitative work (max 2 marks)
- Creative and imaginative suggestions for further research (max 2 marks)
- Adherence to all the guidelines specified (including word count) in this document (max 2 marks)



Submission

All submissions will be checked using the text-matching software Turnitin. Any duplicated text which is not adequately cited will be deemed to constitute plagiarism and proportional penalties will be applied during marking.

Submissions on Turnitin are also subject to monitoring of Generative AI use.

Referencing

You should also provide references wherever possible as this is ultimately a piece of academic work. If finding references for secondary research proves problematic, then please state this and it will be considered.

It is essential that all the work done for the individual projects is done alone and not as part of any group. Each project will be individually marked.





Good luck!
