

## MKTG368

### Final Reports / including Executive Summaries

The final report will be a shareable slide deck using Microsoft PowerPoint.

Do not email me Google docs or pdfs.

**Please email me an error-free, edited slide deck by class time on Monday, April 15.** These reports will be made available to the client after edits have been made and approved. If any report (or any part of the report) does not meet high quality standards, it will not be forwarded on to the client.

Be sure that you have notes with your comments and transitions (on almost every slide unless there is truly nothing to add beyond what is on the slide).

Your shareable reports will consist of the following:

- Title slide (graphic, title, date, team member names)
- Table of contents (do this last)
- *Executive summary* (single-spaced with headings (paragraph format) – no more than two slides; write this last)
- *Overview* of the research project (2 slides)
  - brief introduction (1 slide - marketing research class in Spring 2019; conducted background research to learn about ...; then qualitative (focus group or IDIs); developed a survey and collected and analyzed data; developed insights and recommendations based on that analysis)
  - research objective & questions (1 slide)
- Section slide: *Background Research*
  - edited background research (with detailed notes) (3-7 slides)  
Include (for example):
    - Demographics (e.g., about WSU students, Pullman residents, etc. (Census data))
    - Trends (e.g., from syndicated reports or published articles)
    - “Best practices” (e.g., Boulder, CO; HP; etc.)
    - Other (e.g., from Yelp, from walking around downtown, etc.)  
[Provide citations on the slide or in the notes sections, as well as on the reference list slide at the end of the report]
  - summary background research slide (key take-aways)
- Section slide: *Qualitative Research*
  - focus group or IDI section (with detailed notes)  
Include:
    - purpose, date, and composition of focus group or number/composition of IDI informants (1 slide)
    - key insights/themes and representative comments to support (3-4 slides)  
[You may want to include the actual question asked that generated insights; however, do not include the discussion guide here]
  - summary and recommendations for the quantitative research phase (1-2 slides)  
[Include a disclaimer that the focus group/IDI insights cannot be used to draw conclusions since the information is based on so few participants and may not reflect the views of the research population]

- Section slide: *Survey Research*
  - survey method, results/insights (with detailed notes)  
Include:
    - how you collected data and sample size (1 slide)
    - respondent profile (1 slide)
    - research analysis results (several slides – think about telling a story: what are the most important results/insights to report and in what order?)  
[Include descriptive results (means & %s) and multivariate results (Chi-square; t-tests; ANOVA; Correlation). Also, use tables, pie charts, bar graphs, etc.]
    - Themes (and representative verbatims) from the open-ended questions
    - Use the high-level insights as the slide headings (when possible)
    - Provide comments in the notes sections. What do these results mean? Maybe include additional statistics or tables.... Why should your client care about these results?
  - summary for the survey research phase (1 slide)
- Overall *conclusions and recommendations* (2-3 slides)
- *Thank You* slide
- References slide

#### Appendices

- Focus group (or IDI) discussion guide
- Questionnaire
- Analysis results (e.g., more complete qualitative coding or additional SPSS output files)

Please see pages 342-362 (3<sup>rd</sup> edition) or pages 354-374 (4<sup>th</sup> edition) in your textbook!

Throughout this report, consider what you are saying and how you are saying it. Tell a story! Keep it interesting and engaging. Consider if there is a flow to the story line. Is it logical and clear? Even the Executive Summary should be a mini-story. The Executive Summary is the abbreviated version .... it is the quick read.

#### **A few points about writing an Executive Summary:**

- Use section headings for reading ease
- Provide an overview of the research – including the research objective and research questions
- Provide a concise statement of the research method, sampling method, and sample
- Report on the findings and insights
- Briefly, offer recommendations (a summary)

A good executive summary engages the attention of the reader: restate the problem or challenge, create a vision, something to grab the reader and entice him/her to read on.

A good executive summary contains visual words and phrases: create imagery for the reader; something that will bring research findings to life for the reader.

Suggestion: Conduct a search for good examples of Executive Summaries