**term project, marketing research, mktg5305**

*Final paper is due at the end of the quarter, December 8th. Portions of the project will be conducted throughout the quarter and submitted for separate grading (included in Class Participation). Those portions should be revised, in response to feedback, and included in the final report. The final paper is worth 150 points.*

*The project will be done by groups of 3 or 4 students; groups to be formed at the start of the quarter. The project, both final, and parts, will be given a single grade, shared by each group member who participates. Peer evaluation will be conducted, and grades may be adjusted.*

*Part 1, Identification, due 9.28*

1. What is the management problem? "Management" may be interpreted broadly--it could be a specific firm/brand, consumers or business in general, people in general, or society.

2. What are the research questions that are relevant?

Provide a brief discussion of background research--what is already known about the issue--with at least two citations. (If nothing at all relevant is published, these sources may be personal interviews with experts.)

*Part 2, Qualitative Research, due 10.12*

1. Discuss the need for qualitative research; identify the specific objectives.

2. Conduct qualitative research of some type--in-depth personal interviews, focus group interview, observation, case study...

3. Describe the research and report the findings.

*Part 3, Questionnaire, due 10.26*

1. Identify the specific concepts you want to measure (or manipulate). List them and briefly describe them. Indicate which questions in #2 refer to each concept.

2. Draft the questionnaire in Qualtrics. Export the survey into word, print it and turn it in.

*Part 4, Dummy Table, due 11.9*

1. State all research hypotheses.

2. Identify the measures that relate to those hypotheses; refer to the items on your questionnaire (Include a copy of the questionnaire.)

3. Identify the statistical tests that will best the hypotheses.

4. Indicate the expected results.

*Other dates*

* 11.17. Data collection should be underway. \*Do not collect data until the questionnaire is approved.
* 11.22. Data analysis consulting available.

*Complete Project paper, due 12.8*

Follow the guide below:

**Research Report Guide**

*Introduction*

This section should be brief, up to 100 words for this assignment. It identifies the management problem and its significance.

*Background\**

This section explores the management problem, establishing what is known and what needs be known. The latter is expressed as the research question. This section typically takes the form of a literature review. For this assignment, include at least two references to relevant published research that provide a starting point for the research. This section should conclude with a concise statement of the research questions. For this assignment, this section should be between 250 and 500 words.

*Research Design and Method\**

This section describes the overall design--general form of what was done. It characterizes the sample with brief explanation of how and why that sample was drawn, how the data were collected, comments on the sample size (related to statistical power) and response rate. For experiments, this section includes clear descriptions of the measures, manipulations, and procedures. For surveys, this section usually references a copy of the questionnaire and may describe key measures or procedures. (The copy of the questionnaire should be included in an appendix.) For this assignment, this section should be between 250 and 500 words, excluding the copy of the questionnaire.

*Results\**

The results are usually presented first in an overview, frequencies and descriptives of key measures, answering the question, "In general, what did we find?' Problems with the data are identified and discussed (e.g., bad questions or data collection errors).

The presentation of results is an art form that requires experience. There is a balance between presenting all the necessary information without overwhelming the reader with minutiae. It is typical to provide most or all the analysis results in Table form and to include the key results, even repeating them, in the text as part of the presentation. For example, the table may include means of an attitude measure for men and women. The text may make the point that men and women differ on this score. At that point, the text should include the scores and the t score and the significance level. (Example: "Men and women differed in their attitudes (mean for men, 7.4; mean for women, 6.2; t=4.57, p<.01)"

Following the overview of results, planned hypotheses should be addressed, with appropriate statistical tests. Next, present unplanned analyses. Unplanned analyses may be further investigations of the planned hypotheses. For example, one might hypothesize some difference between married and single people; but, the results may show no difference. Further analysis, however, may reveal an interaction effect, such that married and single people do differ but only for upper income groups. Unplanned analyses may also represent "fishing expeditions"--analyses done simply because the data were there. Such analyses should be presented only if they contribute insight or understanding. Researchers should be aware of the danger of Type II errors--if one does enough tests, one will surely find some statistically significant but untrue effects; they will be part of the 5% error range. An example unplanned analysis might be reported as "We were surprised to discover that professional women showed the highest satisfaction with the store's service (6.5 vs. a mean of 5.4 for all others, t=7;23, p<.01). We have no clear evidence but we suspect this may be a result of the store's image advertising which prominently features successful women in the workplace. This may be a useful question for future research."

The presentation of results may be clarified by some discussion, but that discussion should be limited, as the proper place for discussion is the next section. The results section will be the longest section in this assignment, but should be under 1250 words.

*Discussion and Conclusions*

This section summarizes the answers to the research questions and any additional contributions to knowledge. To discuss results often requires restatement of them, of course, but in this context the restatement is not formal and does not require inclusion of the statistics (unless new analyses are being presented). Limit the discussion to the results themselves; conclusions about the implications of the results for marketing will be made in the next section. This section should also identify limitations to the research and specific questions for future research. For this assignment, this section should be no more than 250 words.

*Recommendations*

This section comes full circle to the management problem. Researchers should not attempt to become marketing strategists; rather, they should limit themselves to clear implications of the research. For example, if the research indicates unexpected low brand awareness among students, it would be reasonable to suggest increased advertising in something like student newspapers or signage at student events. For this assignment, this section should be no more than 500 words.

*Executive Summary*

The entire report should be summarized in less than 250 words. Keep in mind that many times the decision makers will read no more than this portion. The Executive Summary is positioned at the front of the report.

\*The result of your qualitative research may show up in any of the following ways: 1. They may constitute a separate set of results and, therefore, would be reported separately in the Results section. This is typically not the case. 2. They may provide background information that either supports or modifies expectations based on prior research or judgment, in which case they will be mentioned in the Background section. 3. If necessary, some description of how the qualitative research was conducted should be included in the Research Design and Method section. It is typical, however, that little description is required beyond a single sentence wherever the qualitative findings are presented, e.g., "Several in depth interviews confirmed our expectations that ..."