

Deliverables for Market Research Proposal

Total Marks = 10

Due date: 31 Jan 2022 07:00 am

Note: One member from each group will be enrolled on Turnitin for the course mba633. The registered member should submit the assignment on the behalf of group. Turnitin credentials for assignment submission are as follows: Class ID: 33029715, Enrollment Key: mba633.

The proposal should not be longer than two pages (Times New Roman, 11 font size), and it should contain following information.

1. Description of the research problem. Give a brief background of the problem including the environmental context.
2. Relevant datasets for the marketing research project. If you are planning to use secondary data sources, then mention them.
3. Mention relevant academic and trade literature for the research problem.
4. What research design would be appropriate for your study? For example, qualitative research, experiments, surveys, quantitative analysis, algorithm development etc.
5. How will you validate your findings from the research?

For more information on marketing research proposal refer to the guidelines provided in Chapter 3 (page no. 81-82) of your textbook.