

A. ASSIGNMENT RECAP

- Prepare and deliver a **15-slide, 20-minute presentation** on a marketing research project.
- Developing a marketing research presentation requires clarifying the **client's situation**, defining **research objectives**, specifying variables and detailed research questions.

Suggested Structure:

- I. **Business situation brief (1 to 2 slides)**
- II. **Management decision problem (1 slide)**
- III. **Marketing research background (3 to 4 slides)**
- IV. **Research problem statement (1 slide)**
- V. **Unit of analysis and research variables (1 to 2 slides)**
- VI. **Research objectives and detailed questions (2 to 3 slides)**
- VII. **Reference list**

B/ KEYWORD EXPLANATIONS

1. Business Goals & Objectives

Business Goals: A broad, high-level statement that provides overall direction for the company. Goals tend to be more abstract and long-term.

Business Objectives: Specific, measurable, time-bound steps that move the company towards its goals. Objectives are more concrete and action-oriented. Setting SMART objectives is considered a best practice to ensure clarity and effective execution.

- Specific: clearly defined with details about what needs to be achieved.
- Measurable: Success toward achieving the objective can be tracked and measured.
- Achievable: The objective is realistic and can be accomplished with the resources available.
- Relevant: The objective aligns with overall goals and strategies of the organisation.

- Time-bound: The objective has a specific deadline or timeline for completion.

→ Goals provide vision and direction. Objectives are the tactical steps to accomplish the goals.

2. Management Decision Project vs Research Objectives

Management Decision Project is focused on strategic decisions enabled by the research, while the Research Objectives are focused on delivering the required research insights.

3. Unit of analysis and research variables

- **Unit of analysis** refers to the specific entity or element that is the subject of study or investigation in a research project. Common units of analysis in research include individuals (e.g., people, consumers, patients), organisations (e.g., companies, schools, hospitals), groups (e.g., teams, focus groups), events (e.g., a specific incident or occurrence), or even geographical regions.
- **Research variables** are characteristics, attributes, or factors that can be measured, observed, or manipulated in a research study.