Project Assignments (PA) and Due Dates

The term project is designed to provide you with firsthand experience in designing and carrying out a marketing research project. The project is divided into n assignments, described below. Each completed assignment should be submitted by the date and time specified below. All components of an assignment must be turned in to receive full credit.

Assignment 1: GROUP FORMATION (8/ by 5:00 pm)

Your group will work together extensively throughout the semester to complete a term research project. There are four to five members per group. You may choose the members of your group or have the instructor assign you to a group. Group assignments done by the instructor will be on a random basis. During the first two class sessions there will be small group breakout sessions that will allow you to get to know some of your classmates.

By 5:00 pm on this day, submit this assignment on Canvas and indicate:

a. whether you and three other classmates have formed a team and, if so, the identity of your teammates, or

b. whether you would like the instructor to assign you to a team.

Submit this assignment on Canvas and indicate:

a) Title your assignment word document file name with **'Group & team captain's initials'** if you and **three or four** other classmates have formed a team (maximum 5 people in a team). For example, if your team captain is Michael Jordan then you will title your word document as 'Group MJ'. In the word document to be submitted, please include the identity of your teammates including your name in descending order of the first name.

b) Title your assignment word document file name with **'Random & your initial'** if you would like the instructor to assign you to a team.

This assignment needs to be submitted individually by each student in the class.

Assignment 2: TEAM ORIENTATION; PROJECT TOPIC CHOICES (8/)

On this day, your group should submit the two items below on Canvas.

(1) Completed Team Orientation Assignment, including the group project contract.

(2) Your group's client sponsor nominations (see underlined material below).

(2) Your group's first, second, and third choices for a project topic, from the project topic list. You may also propose a topic of your own. If you wish to propose a topic, provide some details so your instructor can evaluate whether the proposed project would work for this class.

The instructor will make every attempt to assign your group its first choice for project topic, but that may not be possible if other groups have the same first choice. The instructor will notify you of your group's final topic assignment.

Nominating Client Sponsors

Selecting an appropriate client sponsor is critical to the success of your project. The sponsor you select will greatly influence the kind of experience you have with the project over the semester. With an appropriate sponsor, your project can be a rewarding and interesting experience. With the wrong sponsor, you may face difficulties at every stage of the project. Investing time now in selecting an appropriate client will pay big dividends for you.

Each group is responsible for identifying and conducting initial problem definition with two or three potential clients.

Final client selection will be done in consultation with the instructor.

Client nominations: The following should be turned in at the beginning of class on the due date:

(1) the names of 2 or 3 clients who are interested in working with your group

(2) for each potential client sponsor include:

- the business name
- the name of your contact at the business and his/her email address and telephone numbers
- a brief description of the problem your project would address (e.g., assess potential demand for opening a new location of the client's frozen yogurt business on the west side of Columbia; determine whether vintage clothing or plus size clothing would be a better use of the upstairs space at the client's retail store, etc.)
- whether the client has agreed to meet in person with group members for 30-45 minutes within the next few days to discuss the project and its scope; if not, you will need to find another client
- a brief description of how you would collect data for the project survey and how you would reach those people to survey them

(3) identify which client your group is most interested in working with

Guidelines for Choosing a Client

- Contact several potential clients early - as soon as your group is formed. Contact them in person, definitely not by email and preferably not by telephone. In-person contact increases the chance that your client will be interested in sponsoring your project, and also gives you an opportunity to assess how well the client and his/her business problem fit the project requirements.
- Your client sponsor should be a local business or campus department (such as the MU Rec Center, the library, or Campus Dining Services) that needs **survey research** to help it solve a marketing problem (however, **do not choose a bar** for your client; also, your client cannot be located in the College of Business). Marketing problems suitable for a project often involve a decision the client is contemplating, for example:

determining whether there is sufficient customer interest to warrant adding an outside dining area to a restaurant

identifying which services and tanning packages would be most effective in attracting more student customers to a tanning salon

determining how to increase potential customers' awareness of a store or other business and identifying which promotions would be most likely to stimulate a visit to the store

Projects that don't involve a specific decision can also be successful if the results of the survey can help the client make important changes to its marketing program, for example:

v identifying how the image of a retailer compares with its competitors and what its relative strengths and weaknesses are in the eyes of customers

v assessing customer satisfaction with a business's merchandise and services and identifying improvements customers would like to see made to the business

- Think about how you'll eventually administer the survey. If you're obtaining information about prospective customers, where will you find them? If they're college students, the survey will be relatively easy to conduct. If the prospective customers are families who live on the south side of town, however, you may need to do an intercept survey by standing outside a place where there are lots of local residents, such as the shopping centers near Schnucks or Kohls. Columbia Mall will not let students survey in (or outside) the mall. If your client is a Columbia Mall tenant, however, you can probably survey inside your client's store as long as the client gives permission.

- Determine whether the proposed project for the client is feasible. Particularly consider are how difficult it will be to contact appropriate people to complete the survey. Most groups will need a sample size of over 150 qualified respondents, and you should be able to think of a reasonable way to gain the participation of these respondents. In most cases it is not feasible to conduct a telephone survey, and internet surveys are difficult to do because a contact list is needed and most people won't complete them. Most student projects involve intercepting potential respondents in a public place, such as a strip mall or on campus.

- The project should focus on ***either*** current customers or potential customers, but it's not feasible to include both in one project.

- The sponsoring client should have a genuine need for the research and not agree to work with you "just to be nice." With a genuine need, the sponsor will be more interested in your project and more responsive when you need feedback at various stages of your work.

- The sponsor should be enthusiastic about the project and willing to provide the information, assistance, and feedback your group needs in a timely manner. Someone who doesn't return phone calls or emails in a timely manner during the initial contact phase may not be an easy client to work with.

- The sponsor must be willing to meet in person with your group within a few days so you can complete PA #3 on time

- The sponsor should be willing to pay for any necessary and reasonable expenses involved in collecting data for the study, including the cost of duplicating questionnaires and, if necessary, an incentive to reward people for participation (such as a piece of candy or other small token).

- The instructor has prepared a letter to sponsors that briefly describes the project and the sponsor's responsibilities. You can show this to potential clients to give them an idea of what's involved in the project. You MUST give a copy of the letter to the client sponsor you choose to work with. The letter is available on Canvas (sponsor_letter.pdf).

Projects/Clients to Avoid

· The client sponsor cannot be the employer of a group member and cannot be an organization that is owned or operated by a relative of a group member.

· The client must not be doing a project this semester with another Marketing 4050 group.

· You may not use a bar or nightclub for a client or do a project involving the sale of alcohol. Your client may not be located in the College of Business.

· Surveys for this project are normally administered in person. In some cases it might be possible to do an internet survey, but these can be very difficult to do and require special instructor permission.

· Avoid projects where you have to survey officers of a campus organization, because these people are hard to contact and often do not return surveys.

· Avoid projects where you have to survey business owners, managers, or employees; they are hard to reach.

· Avoid businesses located near campus or that heavily cater to students, unless the business is new. These businesses are often asked by students to participate in projects and usually want to help, but they are overused for projects and thus are less likely to have a meaningful issue to address in your survey.

· Avoid a project where the objective is to increase a restaurant's business on slow nights of the week. There really isn't much you can do to help with that problem. If you want to work with a restaurant, choose a more focused topic such as examining the attractiveness of some particular change the owner is contemplating or assessing customer satisfaction.

· Avoid a project in which the client's objective is "to attract more customers." Such a project will lack focus and be difficult to carry out. The project will be more effective if the client has a specific business change under consideration to attract more customers, in which case your project could focus on the likely effectiveness of the proposed change.

The assigned reading on Canvas and the page titled "Some Project Guidelines" in the course packet provides additional useful hints for choosing a topic and dealing with a client. If you're having difficulty finding a client, you can contact the University Center for Innovation and Entrepreneurship in Lafferre Hall (Engineering Bldg.), Room W1026. The center may have some clients who need to have a marketing research study conducted.

The sample project reports available on Canvas will give you an idea of the scope of the project and may help you decide whether a client you're considering is appropriate.

Assignment 3: DEFINE THE RESEARCH PROBLEM

Note this project requires meeting with the professor. See the signup sheet.

Note: the PA is highly similar to our CE1 discussion.

Your project topic is typical of the kind of problem or decision facing a local business or nonprofit organization. Your group's role is to act as marketing consultants to the business described by your topic.

In this assignment, based on your knowledge of marketing, business principle, and the student population, you will set at least two research objectives for your research project and a set of research questions for each objective that your project will answer. Your assignment should include the following elements:

(1) a general statement of the client's problem that the client hopes to solve with the information you will provide in your report.

(2) the decision(s) to be made by your client based on your research, and the decision alternatives

(3) the target for the decision(s) to be made–is the goal to increase satisfaction/patronage of existing customers or is it to bring new customers to the business. You ***must*** choose ONE of these; for this project, you cannot do both.

(4) the client's ***managerial objectives*** for the research project (may overlap with 1 and 2 above)

- **NOTE regarding managerial and research objectives**: A managerial objective is what the client hopes will result from the research project; examples might be (a) "to develop a more effective advertising campaign" or (b) "to increase the number of college students who shop at our store." A research objective is different from a managerial objective. Your research objective should be to provide information that will help your client reach his/her managerial objective. For the managerial objective in example (a) above, a good research objective might be "to determine which media college students are exposed to most frequently, and which media most strongly influence their purchase behavior." You must provide both a managerial objective (in part 4) and a research objective (in part 5, next) in this assignment.

(5) your project's ***research objective(s)***. Your project needs to have at least two research objectives. Some examples are listed below:

- Assess Columbia residents' awareness and knowledge about a local specialty grocery store that carries international foods.
- Identity the best media for the store to use to increase awareness.
- Determine whether customers would like a local restaurant to add a deck for outside dining and how often they would use it.
- Identify what features customers desire for the deck.
- Find out how satisfied incoming freshmen are with Mizzou's orientation procedures.
- Determine what changes would improve incoming freshmen's satisfaction with orientation procedures.

(6) a list of research questions for each of the objectives in (5)

- Organize this assignment so that each objective is followed by the research questions that are designed to meet each objective

The form of research questions will be discussed in class. You can also look at example term projects to see examples of research questions. Some important points to remember are below.

- Research questions are not the same as questionnaire questions. Questionnaire questions are what you ask the consumer on a survey. Research questions are the questions the **manager** wants answered. Put research questions only in this assignment. Review lecture and CE 1 discussion to make sure your research questions are phrased appropriately. They should not include any second person pronouns.
- The research questions should be very **specific**.
- You need at least 10 research questions. You can also include a few additional, less important research questions in case there is space for them in the project.

- **At least one of your research questions must be a group comparison research question** in which you compare groups of people among your respondents. For instance, you might compare heavy or light users of a product; compare students living in three different areas of Columbia with respect to their interest in a particular type of store; compare new versus established customers' brand perceptions, etc. This is called a group comparison research question. **Clearly identify which of your research questions is intended to be a group comparison research question.**
- Number the research questions so they are easy to refer to.

REMEMBER: When you prepare this assignment, **put each research question directly beneath the objective** the research question it relates to.

Assignment 3.5: DEFINE THE RESEARCH PROBLEM - revise and resubmit.

Please highlight the changes that you made in green

Assignment 4: DESIGN A QUESTIONNAIRE

Note this project requires meeting with the professor and your team members. See the signup sheet.

The questionnaire is one of the most important parts of the project.

Example questionnaires are available

- Nike shoes survey
- Dishwasher
- USPS

You can consult these examples for reference regarding ideas about question wording and format and questionnaire layout. Be sure to also look at Questionnaire Tips.

For this assignment, complete all steps of the questionnaire design process as covered in class. Make sure your questionnaire has been pretested and revised by this date. The questionnaire you turn in should be your final, best work. Submit the following items on Canvas:

- the message you will use to introduce the survey and ask for participation; put these on a separate page from your questionnaire
- your questionnaire (downloaded from Qualtrics)
- your final project objectives and list of research questions; the research questions must be numbered
- a completed copy of Questionnaire Worksheet A (WorksheetA template)
- a completed copy of Questionnaire Worksheet B (WorksheetB template)

The questionnaire must include screener questions (if relevant) and a complete set of demographic questions appropriate to the people you are surveying.

Assignment 4.5: REVISED COPY OF QUESTIONNAIRE

Revise and resubmit Assignment 4 - Design a questionnaire

Please **highlight** the changes that you made in green on both the questionnaire and the worksheet A and B.

Assignment 5: COMPLETE DATA COLLECTION, DATA COLLECTION RESULTS REPORT

Complete your data collection. Each team will need 160~200 completed questionnaires to have enough sample size to do the subsequent data analysis.

Prepare a results report in Qualtrics. Go to Projects in Qualtrics and do the following to get your report.

1. Select your project and then click on Reports (in the gray bar near the top).
2. Click the button for Share Report (toward the upper right) and select Word Document.
3. Be sure that Select All is checked in the dialog box that appears; click Export Pages.
4. In the box that appears, click Download (may take a few seconds to appear)

If you have trouble finding the downloaded report on your computer, search for "Default Report.docx"

Submit your results report on Canvas.

Assignment 6: DATA ANALYSIS PLAN

Type the data analysis plan for your project that you develop in class into a formal document, using the Data Analysis Plan template and the cheat sheet. Include at least one group comparison analysis in your data analysis plan. You can use this Qualtrics guide for the group comparison research questions. You don't need to do the analysis yet, you only need to plan for the analysis.

Submit your typed data analysis plan on Canvas including:

(1) your typed data analysis plan

(2) your research questions and research objectives

(3) your questionnaire & Questionnaire Worksheet B (updated final version)

(4) the Results Report from Qualtrics (see PA 5)

when the actual in-class analysis begins, each team member should have in his/her possession the above items to refer to during class.

Assignment 7: INITIAL DATA ANALYSIS REPORT

To answer your research questions, you must analyze your data. In the assignment, you will conduct the analyses to answer your research questions and summarize the results in a pdf document. Be sure to number the pages on this document. You can consult the following documents that we went through in class:

1. You can use this Qualtrics guide for the difference research questions.
2. You can use the lecture slides Descriptive Statistics (means, frequencies, crosstabs) for the difference questions bar-charts.
3. You can use the analysis techniques excel sheet when you do actual analysis.
4. You can consult the level of measurement common issues for your revision on the level of measurement.
5. You **should** consult the Sample student projects for its **result session** (from pages 29 to 49) on the **expected PA outputs**. The analysis report is organized by research question and should include the following:

For each research question

- write out the research question
- indicate which questionnaire question answers the research question
- indicate the statistical test used to answer the question (percent, crosstabulation, etc.)
- briefly describe the answer to the research question.
- for each research question, copy and paste the relevant part of the Qualtrics Results Report into your document.
- add bar chart to visualize the results.

You can use an outline format for your report. Submit the report on Canvas.

Assignment 8: ZOOM PRESENTATION PRACTICE

Completing this assignment will also make it easier for your group to record your presentation on Zoom.

To complete this assignment, follow the Zoom Group Presentation Instructions and create a 1- to 2-minute presentation on any topic using at least two PowerPoint slides. Upload the recorded presentation. Also prepare and upload a one-paragraph document describing any difficulties you may have encountered and any suggestions you have for improving the instructions. All group members must participate in the presentation for the group to receive credit.

Assignment: Extra credit - STATISTICAL TESTS 10 points

Completing this assignment will gain your ten extra points in total or five points per analysis.

You need to apply **up to two analyses** among following statistical tools that we covered for second exam: a) confidence interval for mean b) confidence interval for percent c) independent t test d) two way chi-square test

Follow the same format as the Assignment 7: INITIAL DATA ANALYSIS REPORT on those appropriate research questions.

Assignment 9: TERM PROJECT PRESENTATION

- The presentation of your term project should cover the topics described on the Pointers on Presentations.
- The presentation must be in PowerPoint format or Google Slides.
- While preparing the presentation, carefully read and follow the Pointers on Presentations and review the slides design tips and the sample student presentation slides for reference.
- The presentation should last between 12 and 15 minutes. If you go under or over this time frame, there is a grade deduction of 1 point per minute.
- Your presentation will be graded on the criteria described in "Presentation Evaluation Form."
- You are responsible for recording your presentation using Zoom (Zoom Group Presentation Instructions). Your group can use a Zoom meeting to practice your presentation and then record the final presentation when you're ready. Make sure you **name the recording file with your group number in the format of .mp4**. For example, group 1's recording should be 'Group1_presentation.mp4'.

On this day:

1) submit your presentation PowerPoint deck on Canvas
2) submit your recorded presentation on Canvas

Assignment 10: PRESENTATION CRITIQUE

Prepare a written critique of the presentations of your **paired four other peer teams**, based on their video recording. Details of the critique assignment are described in the "Presentation Evaluation Form". The video recording for each presentation team is included as a link in the evaluation sheet under each presentation team number.

Upload a screenshot of your task completion to the Canvas assignment.

Assignment 11: WRITTEN PROJECT REPORT

Sample student projectsare available. Report format and other guidelines are covered in class. See also the material titled "Project Report Guidelines".

For this assignment, submit an electronic copy of your report on Canvas.

Assignment 12: PEER EVALUATION

In this assignment, you will evaluate your own performance throughout the project and that of other members of your group. Download the form, complete it, then submit on Canvas. on this date. If this form is not submitted, you may receive an incomplete grade for the course.