SPONSOR AGREEMENT FORM

MU MARKETING RESEARCH PROJECT

Name of sponsoring organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact telephone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The MU Marketing Research Project is the term project assigned to students enrolled in the Mkt 4050 (Marketing Research) course at the University of Missouri. The purpose of the project is to give students first hand experience in designing and implementing a marketing research study.

The project is a challenging one because it is the first formal marketing research study that the students have designed and implemented. By being given an opportunity to apply what they learn in the classroom, students should gain a greater understanding of the marketing research process. By agreeing to serve as a project sponsor, you help make this possible.

The students working on this project understand that the data they collect and the contents of the report they prepare are confidential but are shared with the instructor and with other class members during project presentations. Please keep this in mind when disclosing information to students, and do not provide them with information that should not be shared in this format.

As a sponsor, you agree to give students the cooperation and assistance they need to conduct the study within the time frame given by the instructor. You also agree to complete and submit a copy of the Project Evaluation Form that provides your evaluation of the students’ work on the project throughout the semester. A copy of the Project Evaluation Form will be given to you by the group near the end of the semester.

Please indicate your acceptance of these conditions by signing this form and returning it to the group’s representative. Thank you for your willingness to work with students on this project.

The instructor for this course is Professor Marsha Richins. If you have questions about the project or would like to contact the instructor at any time during the course of the project, you may reach her by email at richinsm@missouri.edu or at 882-0280.

Signature of Sponsor’s

Representative \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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