

MM-II Project Guidelines

Each group will select an issue the brand/product or company is facing and that can be solved through marketing research. The group needs to perform the following tasks to solve the issue:

- 1) Define the Problem/issue related to the selected brand/product or company
- 2) Develop an approach to the defined problem
- 3) Define the appropriate research design for solving the defined problem
- 4) Perform appropriate data analysis
- 5) Offer specific implications related to the problem/issue

The project will have two submissions:

1. Concept Note - explaining the motivation behind the brand and the problem selection and the details of work allocation among the team members. Deadline: 15-11-2025 (11.00 PM)
2. Final Submission - 07-12-2025 (11.00 PM)

The final project submission will be in the form of a PPT with max of 14-15 slides. The group also has to present the project using PPT in 18/19/20 sessions of the subject.