

## **Guidelines for Background Research for Marketing Plan Team Project**

*Prepared for team meeting with Dr. Hettche (outside of class)*

1. Each team member will need to complete the **Doodle**, emailed by Dr. Hettche, and indicate what days and times are possible for a group meeting. Dr. Hettche will then send an email confirmation of the common time once all team members have completed it. *Please note: meeting times are on a first-come, first-served basis. So the first team to complete their Doodle has preference priority.*
2. Using the marketing plan grading rubric and basic G-STIC model for a marketing plan, decide as a team who will conduct what pre-research topic for the group meeting with Dr. Hettche. **Each team member will produce 3 pages of written research** on a pre-arranged topic (**business writing format is encouraged**). Although each company/brand are different, there are basic components to any marketing plan, including but not limited to, information about the company, information about the micro- and macro- marketing environment, target markets or customers, competitors (both primary and secondary), pricing, and an insider's knowledge.
3. At least one person in the group must conduct survey market research with the company's/ brand's/industry's customers or prospects. Using Google Forms (or Wufoo), collect data from 10 to 12 questions related to your marketing plan's focus from at least 32 respondents. Your survey should include questions that are pre-defined (nominal, ordinal, or scale) as well as open ended (qualitative) response. Please remember to pre-test your survey with team members BEFORE "going live" and do not reveal the company/brand you are researching. [In some cases, you team may petition Dr. Hettche to use an in-depth interview (research instrument) in place of a survey, given the goals and needs of your team's marketing plan].
4. Prior to the individual meeting with Dr. Hettche, each team member MUST: (1) email **your 3 page paper** to the team leader & (2) upload a copy of **your 3 page paper** to Scholar. Preparation for the individual meeting is worth 10% of your final project grade. Each contribution will be evaluated in three categories: clarity of expression, organization, and supporting evidence. Please note: since marketing research is inherently an iterative process, credit will be awarded for effort and engagement.
5. Finally, each team member should prepare a **3 minute "elevator speech" presentation** of his or her findings for the group for the meeting with Dr. Hettche. Each team member will also need to provide a **single page handout with summary conclusions** of his or her research for the group during the meeting.

Company Name: \_\_\_\_\_

Team Leader (interviewer/survey): \_\_\_\_\_

Product & Price Analysis: \_\_\_\_\_

Competition Analysis : \_\_\_\_\_

Customer Analysis: \_\_\_\_\_

## The Marketing Plan

