

School of Business, North South University
MKTG 631-1: Marketing Research, Spring 2010
Group Project Outline

Objective

The primary purpose of the group project is to provide you with an opportunity to apply the critical information from the course to an area in the real world. Additionally, this project will also expose you to the real world business environment where skills such as dividing workload, accepting responsibilities, coordinating individual efforts, communicating effectively, effective conflict resolution, and written and oral presentation are immensely valuable. Each group is responsible for agreeing upon, establishing and abiding by its own work norms and expectations equitably.

Group Formation

Groups will consist of **4-5** students with group formation completed by February 04, 2010. Although I will allow you to form your own groups, I reserve the right to change/modify groups. To prevent 'free-riding,' each group will name a group leader. I plan to meet with each leader and group during the semester. Group leader will be the group-professor liaison and will also be responsible for calling to my attention any problems within the group, such as non-participation of members. In the case of non-participating members, I will meet with appropriate parties and based upon my findings will take appropriate action (which might involve dismissing the member from the group and/or adjusting the member's project score). It is important if there is a problem, that you not wait until the end to discuss it with me.

Grading

The grading for the group project will be made based on the quality of the report, the content and the organization of the presentation, and how well the group responded to the other groups' questions. Grading for the group project may or may not be the same to all students in the same group. In addition, your contribution will also be evaluated by your peer at the end group presentations. The breakdown of the **100 points** for group project is discussed below.

Specific Tasks

Imagine yourself to be a marketing research expert. A company has approached you with a marketing problem or opportunity and has asked you to conduct some preliminary marketing research for them. Now your group will define the marketing research problem or opportunity, design a marketing research project, develop questionnaire, conduct field work, analyze findings, and develop a set of recommendations to address the marketing problem. A few examples are given below for illustrative purpose. **Your group may, however, choose any marketing problem/opportunity you wish, based on personal experience or interest in a real world company.**

1. You may choose a well-established product category (e.g. Ready-to-eat food or Health-foods, or cars), choose a well-established brand and reposition it to meet the needs of a new target segment.
2. You may look at durable product category (TV, computer, or any product that we use over a period of time); think about the needs and wants of their current/potential consumers and suggest product reformulation or new product.
3. You could look at services (tourism, retailing, financial services, e-tailing, airlines, universities etc.) or industrial products (like tires, chemicals, transportation etc.) and address one of the above issues.
4. You may also consider a new online shopping outlet for a particular product category (e.g. health services which may be different from WebMD, or handcrafted art products etc.). You need to study literature to first briefly explain why dot.com's failed and what your recommended site will learn from the past and serve consumers' needs effectively and efficiently.
5. You may simply explore questions, such as,
 - a. Do younger consumers have different attitude toward computers than older consumers?
 - b. Did boys exhibit a difference shopping behavior during this back-to-season than girls?

Group Project Components and Dates

Preliminary Project Proposal (10 points): Each group must **email** to me a **1-page** memo indicating its preliminary thoughts on two topic ideas by 6pm on February 11, 2010. The memo should briefly indicate **what** you are interested to do and **why** you think you have an interesting problem. Also, mention who will act as the **contact person** for the group. After reviewing the ideas and upon discussion with the group (if necessary), I will select one idea and return the proposal to you by February 13, 2010. For a sample proposal see course homepage.

Warning: Any proposal turned in late will reduce final project score by 25%.

Final Project Proposal (15 points): Upon receipt of my response groups must turn in (**by email**) the complete title and description of their project topic by 6pm on February 18, 2010. Here, you should cite at least **five secondary data sources** to motivate the objective of your research. For a sample proposal see course homepage.

The **format** of the final proposal should be as follows:

- Introduction:
 - Not to exceed 1/3 (one-third) page.
- Environmental Context/Background of the Problem:
 - Not to exceed 2/3 (two-third) page.
 - **Use at least five secondary data sources.**
- Problem/Opportunity Identification and Formulation:
 - Not to exceed ½ page.
 - Introduce management decision problem and marketing research problem.
- Approach to the problem:
 - Not to exceed 1 page.
 - Introduce research component questions and hypotheses.
- A list of secondary data sources:
 - Not to exceed ½ page.
 - Sources you have used and/or will be using to support/explain your findings from the primary research.
- Primary data collection:
 - Not to exceed 1 page.
 - Describe what data collection method you plan to use to get answers to research component questions and test the hypotheses (survey/focus group/experiment/observation?).
 - Explain who your survey respondents or experimental subjects will be and why.
- Breakdown of the responsibilities among group members (who will be in charge of what).

Review of data collection method (10 + 10 points): You need to turn in (**by email**) a draft of the questionnaire or an outline for focus group discussion by the start of lecture on March 04, 2010. Reading Chapter 11 from your text will be very helpful. You are most welcome to discuss the format and design of the questionnaire with me. I will approve the final questionnaire before you administer them. Prior to your field work, email me the final questionnaire by 6pm March 11, 2010 and have it approved by me.

Field work: Preferably between March 12 and 25, 2010.

Data Analysis: Preferably between March 25 and 28, 2010.

Final Report (25 points): All group project reports must be submitted at the start of lecture on April 01, 2010. Turn in **two hard copies** of your report. **Additionally, email me the MS Word file of the final report and PPT file of the presentation.**

Your report should be 10-12 pages long (1.5 spaced, 12 point font, 1 inch margin, Times New Roman font) This length does not include appendices. It should be professionally bound and contain everything described below in the format of the report.

For a sample report see course homepage. Remember, the sample report is for illustrative purpose only. Because of its special goals and focus on distributors (instead of end-consumers) its format is not necessarily completely representative. Your report should contain relevant information to address the questions you have in mind.

The **format** of the report should be as follows:

- Executive Summary
 - Not to exceed 1 page.
- Table of Contents

- Environmental Context/Background of the Problem:
 - Not to exceed $\frac{2}{3}$ page.
 - **Use at least five secondary data sources.**
- Problem/Opportunity Identification and Formulation:
 - Not to exceed $\frac{1}{2}$ page.
 - Introduce management decision problem and marketing research problem.
- Approach to the problem:
 - Not to exceed 1 page.
 - Introduce research component questions and hypotheses.
- Choice of Method of research (Primary data collection: A Survey)
 - Not to exceed 1 page.
 - Describe what data collection method you used to get answers to research component questions and test the hypotheses (survey/focus group/experiment/ observation?).
 - Explain who your survey respondents or experimental subjects were and why.
 - Discuss what variables you will be using in your analysis and rationale for them.
- Findings – Present and discuss your findings in three sub-sections:
 - Sub-section 1: Start with this. Include a brief introduction to your survey respondents (who they were, demographic distribution etc.)
 - Sub-section 2: Descriptive part of the findings. It should contain a few relevant tables and graphs to describe what you found.
 - Sub-section 3: Analytical part of the findings. It should contain statistical analyses of the data. It can include any or all of the following analyses:
 - At least a couple of tests of means or proportions.
 - T-tests
 - Correlation analyses and/or a regression analysis
- Implications and Recommendations for Management – this section must be based on your findings.
- Conclusions – this section should end with a summary of findings, limitations of your research, and future extensions and possibilities.
- Appendices – include the following in the order stated below:
 - Additional graphs and tables that you did not include in the main body of the report
 - Handout size print (6 slides per page) of your PowerPoint presentation.
 - Final questionnaire (blank)
 - Preliminary proposal
 - Final proposal
 - Preliminary Questionnaire
 - All filed out questionnaires (unabridged)

Your score will depend on how well you address each of the issues above. Additionally, your writing style/clarity, effort, and creativity will also contribute to your score.

Group Presentation (20 points): On April 01 2010 groups will make presentations in the following order: 5, 1, 3, 4, and 2.

- Presentation length: Minimum 15 minutes, maximum 20 minutes per group
- Presentation tools:
 - ✓ Microsoft PowerPoint slides. (In case you decide to use overhead projector let me know at least a week prior to your presentation so I can arrange it for you.)
 - ✓ Number of slides: maximum 15 slides; preferably 12 slides (to be within time limit).
 - ✓ Follow the format of your report to structure your presentation with relatively more emphasis on your primary data collection methods, findings, implications, and recommendation. For a sample presentation see course home page.
 - ✓ Business attire required for presenting group.
 - ✓ Attendance is mandatory regardless of presentation.

Peer Evaluation (20 points): On December 09, 2003, after all group presentations are complete each team member will be responsible for evaluating the performance of other group members. These evaluations are not shared among

any group members and will be held confidential. This is your opportunity to evaluate the contributions made by your team members.

Group Information at a Glance (Save this for your record)

Group # _____

Members:

	Last Name	First Name	Email	Phone
1				
2				
3				
4				
5				

- Group leader: _____
- Project Title: _____