

Marketing Research Group Project #1

Research Proposal

INSTRUCTION

For group project #1, your team will turn in a Research Proposal (.pdf or .docx). Research proposal provides the background information of your topic and outlines the research design for the project. It is the basis for your final research report.

RESEARCH PROPOSAL

Your research proposal must include the following:

I. Introduction

The purpose of this section is to:

1. Provide background information, and
2. Highlight the opportunity or the challenge the company is facing.

This section should include:

- The background information of the brand/company and the product.
- The background information of the market that the brand/company is in and explain its dynamics and key competitors.
- A summary of the consumers in the market and/or a summary of the company's target consumers.
- A summary of the above findings – do you observe an opportunity or a challenge for the company?

You are required to use library database to find the relevant information. You need to cite the sources when you use them. Please use APA (American Psychological Association) Style. The following two webpages describes the citation rules and provides examples:

- In-Text Citations: The Basics <https://owl.english.purdue.edu/owl/resource/560/02/>
- In-Text Citations: Author/Authors <https://owl.english.purdue.edu/owl/resource/560/03/>

II. Managerial Decision Problem

This section describes the decision problem that the company is facing. It should also describe how the proposed solution to the problem will help the company to take the opportunity or overcome the challenge identified in the previous section. The solution will include the

marketing action that the company intends to take and the target market. Explain how the result of this research would (potentially) impact managerial decision making.

III. Research Questions

Based on the managerial decision problem, develop and explain the research questions that this project is going to answer. Explain how these research questions can solve the managerial decision problem.

IV. Method

This section must provide the following information:

- Detailed definition of the target market in this study.
- Sampling plan – For this project we will use convenience sampling.
- Data collection method – We will use Qualtrics to collect data.
- Plan for statistical analysis – We will use SPSS for data analysis.

V. Reference

If you mention any published article or a website, make sure to provide a reference. Please follow APA Style. This website – Citation Machine – helps you generate your reference in APA style: <http://www.citationmachine.net/apa/cite-a-website>.

PAGE LIMIT

The 8-page limit is a maximum. It can be less. Your goal is to generate a research proposal that leaves no doubt that the project is well-constructed and likely to meet the research goals and answer research questions.

Format

The proposal should be written in essay format. Please use headings and graphs/tables whenever applicable. Use a spell checker and proof read the document for errors. Other format requirements are as follows:

- Font: Times New Roman, 12-point font size
- Margins: 1" on left, right, top, and bottom
- Line alignment: Flush-left (jagged right margin)
- Paragraph indent: 1/2". Do not divide words at the end of the line
- Spacing: Double-space everything

PROJECT #1 SCHEDULE

Project #1 is broken down into several steps, as shown in the table below. Please note that these steps are not comprehensive for completing Project #1. They are used for checking your team progress and evaluating individual efforts. To ensure that each team is making progress and everyone participates in the discussion, points are allocated accordingly. Following the table, detailed instructions on steps 1 to 7 are provided.

| Step/Unit | Task | Due Date | | Project Points | |
|-------------------------|--|-------------------|-------------------------------|----------------|-------|
| | | Complete in class | Complete via discussion forum | Individual | Group |
| #1-1 Research question | Propose possible marketing actions | | 1/31 | 5 | |
| #1-2 Research question | Discuss and determine the marketing action | 2/1 | | | |
| #1-3 Research question | Identify underlying assumptions for the marketing action | | 2/5 | 5 | |
| #1-4 Research question | Determine the assumptions for further investigation | 2/6 | | | |
| #1-5 Research question | Formulate research questions | | 2/7 | 5 | |
| #1-6 Research question | Discuss and decide research questions | 2/8 | | | |
| #1-7 Introduction | Find information for Introduction | | 2/11 | 5 | |
| #1-8 Research proposal | In-class project meeting | 2/15 | | | |
| #1-9 Research proposal | Submit Research Proposal | | 2/16 | | 15 |
| Total Project #1 Points | | | | 20 | 15 |

#1-1 Propose possible marketing actions (Individual Work, 5 Points)

In order to collect the information needed for the manager to make decisions, we need to know what marketing actions the manager wishes to take and its target market. For example, a pizza restaurant manager wants to increase the restaurant revenue. The manager can start a Pizza Tuesdays promotion, or expand the menu to include gluten-free options among other options. Knowing the marketing action that the manager is going to take provides a direction for the research.

Action Items:

- Each team member posts one proposed marketing action and the associated target market to the discussion forum “Project #1 – Research Objectives” under the topic “Propose Marketing Actions”.
- Due Wednesday, 1/31 at 11:59pm.

#1-2 Discuss and determine the marketing action (Group Work, In-Class Exercise Points)

With 5 to 6 different proposals on possible marketing actions\target markets, evaluate those marketing actions by looking at pros and cons. Decide on one marketing action.

Action Items:

- Teams discuss pros and cons of different marketing actions and determine one marketing action the team is going to take.
- Complete in class on Thursday, 2/1.

#1-3 Identify underlying assumptions for the marketing action (Individual Work, 5 Points)

A marketing action has some underlying assumptions or conditions required for it to succeed (if the assumption is true, the marketing action will succeed). For example, if the manager decides

to go with “Pizza Tuesday” promotion, the manager assumes that price is an important decision factor to consumers, compared to other decision factors. The manager also assumes that the existing consumers are satisfied with the current menu and service. Identifying the assumptions and conditions helps us to know what information we need to gather.

Action Items:

- Each team member posts one assumption or a condition of the chosen marketing actions to the discussion forum “Project #1 – Research Objectives” under the topic “Identify Assumptions/Conditions”. Also explain the relationship between the assumption/condition and the marketing action. Please note that each team member has to propose a different assumption or condition.
- Due Monday, 2/5 at 11:59pm.

#1-4 Determine the assumptions for further investigation (Group Work, In-Class Exercise Points)

Evaluate the importance and probability of all the possible assumptions or conditions. Select the top three most important/probable assumptions/conditions for further investigation.

Action Items:

- Teams discuss the importance of different assumptions or conditions and determine three assumptions/conditions for further investigation.
- Complete in class on Tuesday, 2/6.

#1-5 Formulate research questions (Individual Work, 5 Points)

Based on the chosen assumptions or conditions, we can formulate the research questions. Taking the pizza restaurant as an example. For the assumption that existing consumers are satisfied with our products and services, the research question will be “How satisfied are our current customers with our products and services?”

Action Items:

- Each team member posts one research question to the discussion forum “Project #1 – Research Objectives” under the topic “Formulate Research Questions”.
- Due Wednesday, 2/7 at 11:59pm.

#1-6 Discuss and decide research questions (Group Work, In-Class Exercise Points)

To finalize the research question section, each team will discuss and select one research question for each of the three assumptions/conditions.

Action Items:

- Teams discuss and decide one research question for each of the assumptions/conditions.
- Complete in class on Thursday, 2/8.

#1-7 Find information for Introduction (Individual Work, 5 Points)

To complete the Introduction section, we need to find information on a) the company and the

product, b) the market and the competitors, and c) the consumers. Assign each team member to one of the areas. Team members then use the library database to find relevant information and post a summary and data sources to the discussion forum.

Action Items:

- Each team member posts a summary and the sources of the information on the assigned topic to the discussion forum “Project #1 – Introduction” under the topic “Background Information”.
- Due Monday, 2/11 at 11:59pm.

SUBMISSION

Please name your finalized proposal using the format “Proposal_YourTeamName” and submit your file to the dropbox on D2L by Feb. 16th, 11:59pm.