Marketing Research Project(modified)

Survey

You will be developing a 10 question survey to solve an identified problem. This survey will be distributed to one of three populations; high school, middle school, staff.

The problem that you choose is up to you but here are some suggestions.

1. You are the Marketing Research managers of a business that is considering locating in the Deerfield area. The problem to be solved is whether or not your type of business will be successful with your selected population.

2. You are Marketing Research specialists hired by the community to address a specific need that the community has. Examples include, new park equipment, new equipment for the community center, stop lights at an intersection, etc.

3. You are Marketing Research specialists hired by the school district to address a specific need that the school has. Examples include, change in lunch menu, change in closed campus policy, change in access to technology, etc.

4. You are Marketing Research specialists working for a company that wants to propose a new product. You would like to see if there is a viable market for it or investigate what product in a particular category should be proposed.

5. A problem of your choosing, approved by Mr. Weidensee.

These questions should be close-ended if possible. You may need to have open-ended questions if the possible answers are too numerous for close-ended questions.

Letter of Introduction

You will also be creating a business style cover letter that explains the purpose of your survey and requests that the respondents take time to fill it out. Keep the following in mind:

1. Who is doing the survey?

2. What is the survey hoping to accomplish?

3. Why are you doing the survey?

4. Incentive for respondents to take time to fill out your survey?

5. Thank the respondents for filling out the survey.

Report**(only bold parts)**

You will prepare a research report that will be given to your boss(Mr. Weidensee). This report is not limited in length, however it must have all of the elements of a research report as discussed in class. This includes.

1. **Statement of Problem.**

2. Research Procedures.

3. **Results of Research.**

**-this section must include at least three visuals. (must be important to report).**

4. **Summary and Recommendations (Very important section).**

5. **Copy of Survey.**

6. Cover letter and cover page.

Because this is a group project, I expect all group members to share the responsibilities of completing this project on time. You will be given a group grade only on this project. (All members will receive the same grade). **50 pts.**