Marketing Research/MKT 337-04127 Team Project

Each student will participate in a team project that will consist of two parts; a qualitative and a quantitative part. The teams must decide on a potential business opportunity, create a Marketing Research problem definition and research objectives. They will then complete the designated parts of the projects and present them in both written and oral form. Each student will be assessed not only by the instructor but also by his/her team members to determine project part grades for each individual.

Written Team Project Parts (Due on 10/25 & 12/13)

Each part of the research project will be presented in written form using APA. The following paper format must be followed:

- Title Page (Title of paper, students’ names, course name, instructor’s name, Project Part and due date)
- Project Content (includes Research Problem Definition and Research Objectives)
- Bibliography
- Progress Reports (see notes below)
- Copy of Power Point presentation
- (Part I ONLY) - A minimum of five outside unbiased/objective sources must be used (these are in addition to your textbook) in acquiring secondary data. In addition, please be sure to use a minimum of three different sources in your in-text citations.
- (Part II ONLY) – the blank questionnaire, the 20 competed questionnaires and the raw data excel spreadsheets must be included.

By the beginning of class on the due dates, the written team project part due must:

- Be posted to the Semester Project section of Blackboard by one (1) of the team members (the Assignments section of Blackboard will not allow a second or late posting). The member must be sure to put the team letter and project part number in the file name. For example, team A’s file name for Part I would be labeled as “teamAPartI.”

  Note: Failure to post on time will result in the deduction of ten (10) points for the team.

- Be printed out and handed in as ONE team paper in a professional 1 inch three ring binder.

Notes:

  o Be sure to abide by the instructor’s Communication Expectations Sheet.
  o Failure to provide the Progress Reports will result in the deduction of five (5) points for the team.
A Progress Report (one per team) will be fully completed at the end of each project workshop session and filed in a team pocket folder (provided by the team). Be sure to allow approximately 5 minutes at the end of each session to recap the accomplishments of the meeting. The full completion of these reports may be done by a designated member or by each member taking his/her turn. Regardless of the method, ALL members must see each and every report and MUST initialize it. Once initialized by all team members, the report must be kept in the folder which will be collected with the projects.

- Failure to provide a hard copy of the paper on the due date will result in a grade of zero (0) for the team.

**Project Part I – Due on 10/25**

- Conduct exploratory research by conducting secondary data analysis as well as either a minimum of two focus groups or eight in-depth interviews.
- Report on the relevant findings.

**Project Part II – Due on 12/13**

- Conduct descriptive research by creating a questionnaire using the results of the exploratory research as a guide.
- Collect data from a minimum of 20 respondents, enter the data in Excel and report on the results for each question as well as a minimum of two (cross tabulation) tables comparing significant variables.
- Analyze the data and provide conclusions and recommendations (separately).

**Oral Presentation Team Project Parts (Due Dates will vary)**

- **By the beginning of class** on the oral presentation due dates, the team must:
  
  - Be ready to present – One of the team members must upload the PP presentation to the desktop of the classroom PC (Students using a flash/travel drive MUST be sure to take their drives out of PC immediately after uploading. You will not be able to download it from Blackboard™).

Oral presentations will last approximately 10-15 minutes and will include the significant findings from the written report. The team members will divide the speaking time in an equal fashion. The presentation MUST include a PowerPoint presentation and must be presented in a professional manner which includes the wearing of business casual clothing (men must wear collared shirt and tie) described at the following link: [http://www.career.vt.edu/Jobsearc/BusCasual.htm#ATTIREMENWOMEN](http://www.career.vt.edu/Jobsearc/BusCasual.htm#ATTIREMENWOMEN).

Any student absent the days his/her project parts are due will receive a grade of zero (0) on the oral portion unless he/she obtains a verbally approved excused absence from the instructor PRIOR to that day. If time allows, the student must also inform his/her team members so they may prepare accordingly. In the case of an emergency situation, the
student MUST **contact the instructor by phone ASAP to make the necessary arrangements.** The instructor reserves the right to determine which situations are indeed emergencies.