



Marketing 262 Project

Marketing is fundamentally about achieving sales objectives through solving problems. As a class we identified our problem as X.

Project Aim: Apply the marketing research process to a real-life scenario.

Client: Mrs. Kirin, BHS Administration

Project Type: Individual Work

How: This project will be completed over a series of weeks. As we gain more knowledge, we will complete another portion of the project. It is critical that you complete the assignments on time. A grading rubric will be issued for each portion of the project.

Phase 1: Marketing Research

Using the individuals who signed up to be a part of our marketing research project, create the following:

Written Questionnaire

1. Develop a 10 question survey which includes at least one (a) open ended (b) multiple choice (c) rating scale question (d) rating scale statement. Your questionnaire must aim at getting information from the user group regarding the marketing program's low brand awareness.

Questionnaire Development Due: Tuesday, January 14th

Questionnaire Development = 50 Points

10 = Delivered by due date

20 = Adheres to all requirements (each question type is worth 5 points)

10 = Zero grammatical errors (each error is -2 points)

10 = Adequately achieves survey objectives

Execution of Survey to 10 Respondents Due: Tuesday, January 21st

Survey Execution = 100 Points

All responses need to be generated and reported.

Focus Group

2. Develop an 8-question focus group project.

You must include the following:

(a) 8 questions you would ask during the focus group.

(b) 2 page paper on your focus group methodology (minimum), typed, 11 point size font

Focus Group Paper is Due: Thursday, January 23rd

Interview Research

3. Conduct a 5-question interview project.
Include at least one (a) open ended question (b) rating scale question (c) multiple choice question.



Conduct your interviews during your lunch period or during your free time during the day. Your interviews do not have to be part of the research group; however, the individuals being interviewed must be either a sophomore or freshman at BHS. Respondents can only be interviewed one time, so do not wait to the last moment to find your respondents.

Interview Questions & Responses Due: February 4

Question Development = 25 Points

Interviews Conducted and Collected = 50 Points

Project Completed on Time = 25 Points