**Marketing Research Survey Study**

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| Evaluation | **% of Final Grade** | % of Communication | % of Application | % of Knowledge and Understanding | % of Thinking  |
| Marketing Research Survey Study Preliminary Step: Survey | 5% | 1.25% | 1.25% | 1.25% | 1.25% |
| Marketing Research Survey Study | 10% | 2.5% | 2.5% | 2.5% | 2.5% |

**Preamble**

I was conversing with a friend who is employed in a multi-million dollar marketing firm and inquired as to the specific nature of his work. He replied that 90% was research and 10% was using the research to formulate strategy. He spent the majority of his workday creating and conducting various types of surveys and analyzing the data.

Clearly, effective marketing research is integral to the success of a business. Detailed and accurate marketing research leads to insight about a product and how to conduct promotion, pricing and distribution. It can drastically increase the profits of a company, or, conversely, lack of, or inaccurate marketing research can be a reason for decline and bankruptcy. As aspiring marketers it is time to develop marketing research skills by crafting a survey and analyzing the results to build a study on a specific contemporary marketing question.

As with all assignments in this class there will be a list of expectations (curricular relevance) and a list of instructions (how to approach the tasks). There is also a preliminary step (due earlier) separate from the final product. Good luck and have fun ☺

**Market Research Survey Study Expectations**:

1. Analyse and draw conclusions about the influences of media and communication technology on society, culture, and the economy.
2. Demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyse marketing-related information.

**Marketing Research Survey Study Preliminary Step – Survey**

Writing an effective survey requires an organized and thoughtful approach. The survey needs to be logically sequenced, consistent and neat with clearly communicated close ended questions. An effective survey will result in useful data and can lead to successful marketing strategies. As with all assignments, follow the specific instructions and look at the rubric to view how marks are derived.

**Survey Instructions:**

1. Listen carefully to the lessons on marketing research.
2. Read through the list of topic questions (on the following page) and select one.
3. Make a few general notes about the specific topic question and/or conduct background research, acquiring enough background knowledge to formulate a survey on the topic question.
4. Keep in mind that you will be attempting to assess the teenage/high school demographic as this will be more accessible than other age brackets.
5. Also, keep in mind that this is a very important demographic as it represents future purchasing power and malleability in terms of brand loyalty.
6. Craft ten questions, the results of which will provide useful data on the market.
7. Each question needs to relate to the overall topic question and should provide insight into the overall topic question, but cannot be the topic question reiterated.
8. Each question needs to result in data that will prove helpful to obtaining an answer to the topic question.
9. Use questions with close ended answers in an effort to make the survey results quantifiable.
10. You can have preliminary questions related to age and gender, but these don’t officially count as part of the ten survey questions (please use them if they are integral to your study).
11. Type the survey.
12. Ideally employ a survey builder, such as Google or Survey Monkey to help design the survey. This will also make distribution much easier.
13. Proofread the survey; make sure every question is clear and understandable.
14. Have a peer or parent complete the survey as part of a trial run and after looking at the results and discussing the survey with them make necessary adjustments to achieve clarity and purposefulness.

**Topic Questions for Marketing Research Survey Report**

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| --- | --- | --- | --- |
| 1 | Can Toronto support a NFL franchise? | 15 | Which headphones are the most popular and why?  |
| 2 | Can Toronto support a second NHL franchise?  | 16 | To what extent is there brand loyalty in the purchase of cellphones and tablets?  |
| 3 | What should a second NHL team in Toronto look like; colours, mascot, location?  | 17 | What new attractions would increase gate at Canada’s Wonderland?  |
| 4 | Would the construction/use of an outdoor ballpark increase interest in the Blue Jays? Where would the ideal location be?  | 18 | Which actors/actresses would be the biggest box offices draws?  |
| 5 | Can the Blue Jays improve their food services and amenities to increase attendance?  | 19 | Are youth attending the movie theatre less often? If so, why?  |
| 6 | Is there a relationship between fighting and the popularity of hockey?  | 20 | What could draw gamers to a revamped arcade?  |
| 7 | What changes should be made to the NHL to increase popularity?  | 21 | In what ways do you spend money or, not spend money, on music?  |
| 8 | What would increase the popularity of the MLS?  | 22 | What are the most popular streaming services for movies and television? What determines purchasing one of these services? |
| 9 | What Summer/Winter Olympic Events are the most popular? Which new competitions would prove most popular?  | 23 | Of the main late night talk show hosts, who is most popular and why?  |
| 10 | How much do Canadians know and how interested are they about viewing/participating in Australian sports (AFL, Rugby, Cricket)?  | 24 | What features should be included in a Gossip Magazine?  |
| 11 | What is the preferred choice of viewing sports highlights (Sportsnet Connected vs. Sportscentre vs. youtube)? | 25 | Will the upcoming generation purchase cable packages?  |
| 12 | How does viewership and interest of NCAA sports compare to professional sports? (focus on one or more sports) | 26 | What determines the purchase of X-Box vs. Playstation?  |
| 13 | What are the favorite websites for fantasy sports?  | 27 | What are some aspects about social networking sites that are liked and/or disliked? |
| 14 | Create your own sports marketing question | 28 | Create your own entertainment marketing question |

**Survey Rubric**

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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Communication** |
| No clear and concise questions.  | Some clear and concise questions.  | Mostly clear and concise questions. | Clear and concise questions.  | Very clear and concise questions. |
|  0 1 2 2. 5 3 3.5 4 4.5 5 |

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| --- | --- | --- | --- | --- |
| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Application** |
| The survey did not employ close ended questions and was inconsistent.  | Survey did not effectively employ close ended questions and was inconsistent.  | Survey somewhat effectively employed close ended questions and was almost consistent.  | Survey effectively employed close ended questions and was relatively consistent.  | Survey very effectively employed close ended questions and was consistent. |
|  0 1 2 2. 5 3 3.5 4 4.5 5 |

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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Knowledge and Understanding** |
| No knowledge of the topic was evident through the questions.  | Minimal knowledge of the topic was evident through the questions.  | Adequate knowledge of the topic was evident through the questions.  | Good knowledge of the topic was evident through the questions.  | Extensive knowledge of the topic was evident through the questions.  |
|  0 1 2 2. 5 3 3.5 4 4.5 5 |

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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Thinking** |
| Questions will result in data unhelpful in answering the topic question. | Questions will result in data minimally helpful in answering the topic question. | Questions will result in data somewhat helpful in answering the topic question. | Questions will result in data helpful in answering the topic question. | Questions will result in data very helpful in answering the topic question. |
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**Marketing Research Survey Study**

Research in itself is not very useful. Research needs to be interpreted and then the results communicated in a digestible format. After distributing and collecting the surveys, tabulate and interpret the data then communicate the pertinent information in a written study. As with all assignments, follow the specific instructions and look at the rubric to view how marks are derived.

**Marketing Research Survey Study Instructions:**

1. Make necessary adjustments to the survey.
2. Distribute the surveys to individuals in your market (at least forty).
3. Ideally employ a survey maker, such as Google or Survey Monkey, to help design and distribute the survey. Using these programs will have the added benefits of tabulating results and not having to print paper.
4. Collect the surveys.
5. Tabulate the results.
6. Make note of any interesting, surprising or expected results.
7. Type a two to three page report that uses data to offer suggestions regarding the topic question.
8. Begin with an introduction that explains the purpose of the survey to the overall topic question.
9. The middle of the report should outline results of the survey and how it leads to insight about the topic question.
10. Support arguments about the topic question with data from the surveys.
11. You can use graphs to support points and to aid in communication of the most significant data.
12. Remember, the data could lead to clear definitive answers or the need for further research.
13. The limits of the survey should also be explored; where may this survey fail in application.
14. Conclude by summarizing the arguments, and limits, about the topic question.
15. Attach a blank copy of the survey to the report and submit punctually.
16. You could include results and graphs in an appendix.
17. Write with concision, formality and don’t use first person.
18. Have a peer or parent help edit your work.

**Marketing Research Survey Study Rubric**

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| --- | --- | --- | --- | --- |
| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Communication** |
| Study was written with no clarity and concision, there were many and significant grammatical and spelling errors, marketing research vocabulary was not employed.  | Study was written with minimal clarity and concision, there were significant grammatical and spelling errors, marketing research vocabulary was barely employed.  | Study was written with some clarity and concision, there were minor grammatical and spelling errors, marketing research vocabulary was employed.  | Study was written with clarity and concision, there were almost no grammatical and spelling errors, marketing research vocabulary was well employed.  | Study was written with much clarity and concision, there were no grammatical and spelling errors, marketing research vocabulary was extensively employed.  |
| 0 1 2 3 4 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10  |

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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Application** |
| Survey data was not applied (graphs, numbers) to support arguments.  | Survey data was barely applied (graphs, numbers) to support arguments.  | Survey data was partially applied (graphs, numbers) to support arguments.  | Survey data was well applied (graphs, numbers) to support arguments.  | Survey data was excellently applied (graphs, numbers) to support arguments.  |
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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Knowledge and Understanding** |
| Inadequate knowledge of the specific topic question and marketing research was highly evident.  | Almost adequate knowledge of the specific topic question and marketing research was highly evident.  | Adequate knowledge of the specific topic question and marketing research was highly evident.  | Good knowledge of the specific topic question and marketing research was highly evident.  | Superior knowledge of the specific topic question and marketing research was highly evident.  |
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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Thinking** |
| No valuable and astute insights about the topic question were offered.  | Minimal valuable and astute insights about the topic question were offered.  | Somewhat valuable and astute insights about the topic question were offered.  | Valuable and astute insights about the topic question were offered.  | Very valuable and astute insights about the topic question were offered.  |
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