

Advanced Marketing Research Study

Goal and Introduction

Your marketing research company has been hired to create a marketing plan for the book The Missing Semester. The author's objective for doing the study is to increase circulation and awareness to his desired target audience – High School teenagers in grades 11 and 12.

Your objective is to develop an effective marketing research study on teenage Personal Finance for your client, Gene Natali, Jr (Author of The Missing Semester). The results of the study will be used to form a recommendation. You must present your research study report and your recommendation full with facts and reasoning to Mr. Natali.

There will be 4 'steps' to this project.

1. Step 1:
Read the book, The Missing Semester. Take notes on each section of the book. Highlight or map areas of interest. The Management Question is: How do we sell more books? You need to form a Marketing Question with objectives.
2. Step 2:
Do initial research. Conduct research on the author and the book. What are the author's strengths and weaknesses. What has the author already done in the form of marketing. How has the book performed so far in sales. What feedback has already been given on the book. Does the author plan to continue the marketing effort? Does the author plan to write a second book or seek additional sales from the first book?

Basically, you need to become an expert on this topic prior to Step 3.

Write a 1-2 page summary of your research. This should be done via Google Docs inside the folder created and provided by Mr. Langué. The summary will have a professional look using proper spelling and grammar. Proper citations will be needed for all research. This needs to be approved prior to moving onto the next step.

3. Step 3: Plan your project (The hardest step in the marketing research process)
Plan your project. Now that you have completed your research, you need to begin planning your project.
 - a. DEFINE THE RESEARCH ISSUE (PROBLEM) & OBJECTIVES for the marketing research study.
 - i. **This should be done via Google Docs inside the folder created and provided by Mr. Langué. A template will be provided. This needs to be approved prior to moving onto the next step.**
4. Step 4: Research (the longest step in the marketing research process)

- a. Conduct *secondary research* on teenagers, personal finance, financial literacy, Gene Natali and The Missing Semester (do this before primary research).
 - i. **Information should be compiled neatly and cited inside your Google Doc folder. Some of this research may have already been compiled in step 2 (your initial research). You may need additional research as the project progresses.**
 - b. Conduct *primary research*.
 - i. Review marketing research methods to decide which one(s) will work best (ie. Survey, Observational, Experimental, Interview, etc.)
 - You should use multiple methods. One method usually isn't sufficient.
 - ii. Conduct and then record your primary research.
 - **Information should be compiled neatly and cited inside your Google Doc folder. Some of this research may have already been compiled in step 2 (your initial research). You may need additional research as the project progresses.**
5. Step 5: Analyze your data
- a. This is the process of compiling, analyzing and interpreting the results of your secondary and primary data collection. Review trends and facts found in your data. You should use a data mining tool (such as Excel or Google Spreadsheets) to analyze these trends and to get accurate figures and statistics.
 - i. **You will compile these facts and summaries inside your Google Doc folder. A template will be provided.**
6. Step 6: Recommend Solutions to the problem.
- a. You will do 2 things for this step:
 - i. **Write a report that includes:**
 - The research issues
 - The study's objective
 - The research collected – and how it was collected
 - Citations when appropriate
 - Data analysis generated by the study
 - Final and/or possible recommendations for marketing strategies moving forward.
 - ii. **Present your solutions to the author, Gene Natali.**

As your teacher, I will be happy to assist you throughout the marketing research process. However, as an advanced level class, I do not expect to 'hand walk' my students through the entire project. Some decisions will need to be made on your own as a team.

You will deliver each of the step's requirements on different due dates (TBD).