

Marketing-Information Management: Mascot Misery

Project Description:

This project reinforces students' knowledge of marketing-information management and introduces them to marketing research, options for collecting marketing research data, and sampling plans. Early in the project, students will learn that the school is facing a dilemma: It must change its school mascot. Students will conduct extensive secondary research on a variety of marketing-information topics and then develop a marketing research plan that the school could use to gather information useful in determining its new mascot. School administrators and/or advisory committee members will review the proposals, discuss the proposals with students, and then select the most appropriate, highest-quality plan for collecting necessary marketing-research data.

Step-by-Step Guide:

- Students will be in groups of 4-6 students each
- The school needs the students' help to solve a problem that the school is facing: it must change its school mascot. (Or, if there is a more pertinent issue or dilemma that the school or community is facing, use it instead as the focus for this project.)
- Instruct each team to conduct extensive secondary research on the following topics:
 - Reasons why marketing data is needed
 - Ethics and regulation in marketing-information management
 - Steps involved in determining a marketing research problem/issue
 - Methods used to design marketing-research studies
 - Primary and secondary options for obtaining marketing-research data
 - Types of probability and non-probability sample designs
 - Data-collection methods
- After completing its research, each team should develop a written marketing research proposal that the school could use in determining what new school mascot it should adopt. The marketing research proposal should answer the following questions:
 - What is the marketing research problem/issue?
 - What are the objectives of the marketing research project?
 - What design will the marketing research study use?
 - What data-collection methods will be used in the marketing research study?
 - What methods will be used to analyze the marketing research data?
 - Who will be involved in the marketing research study?
 - How much time will be needed to conduct the marketing research study?
 - What materials will be needed to conduct the marketing research study?
 - How will the research study maintain ethical and regulatory standards?
- Each team should submit its plan to school administrators and/or advisory committee members, who should then review the marketing research proposals and come to class to ask each team any questions they might have. After each team has answered these questions, the administrators and/or advisory committee members should select the marketing research proposal that they deem is best.

Marketing-Information Management: Mascot Misery—Rubric for Marketing Research Proposal

Criteria	Professional	Experienced	Developing	Novice
Content Information communicated by the proposal 60 points	The proposal includes a complete, accurate description of the marketing research problem that reflects expert-level understanding of marketing-information management.	The proposal includes a complete, accurate description of the marketing research problem, but it does not reflect expert-level understanding of marketing-information management.	The proposal includes a description of the marketing research problem, but it is missing 1-3 key details.	The proposal does not include a description of the marketing research problem.
	The proposal includes objectives that are appropriate for the marketing research study.	The proposal includes objectives that are appropriate for the marketing research study, but either too many or not enough objectives are identified.	The objectives identified in the proposal are not appropriate for the marketing research study.	The proposal does not include any objectives.
	The proposal identifies a research design that is appropriate and effective for the research study.	The proposal identifies a research design that is somewhat appropriate for the research study, but a more effective design could have been chosen.	The research design identified is not appropriate for the research study.	The proposal does not identify a research design.
	The proposal thoroughly identifies and explains effective data-collection methods.	The proposal identifies and explains effective data-collection methods but leaves out 1-3 important details.	The proposal identifies data-collection methods, but they are not effective for the research study.	The proposal does not identify data-collection methods.

Criteria	Professional	Experienced	Developing	Novice
Content (cont'd)	The proposal thoroughly identifies and explains data analysis methods.	The proposal identifies and explains data analysis methods but leaves out 1-3 important details.	The proposal identifies data analysis methods, but they are not effective for the research study.	The proposal does not identify data analysis methods.
	The proposal identifies appropriate people and time commitments for the research study and explains why those individuals would contribute positively to the study.	The proposal identifies appropriate people and time commitments for the research study.	The proposal identifies people and time commitments for the research study, but 1-3 of the people identified are not appropriate.	The proposal does not identify people or time commitments for the research study.
	The proposal includes a complete, accurate list of materials needed for the research study.	The proposal includes a list of materials needed for the research study but is missing 1-3 important materials.	The proposal includes a list of materials needed for the research study, but at least half are not appropriate for the research study.	The proposal does not include a list of materials needed for the research study.
	The proposal include a detailed, thorough explanation of the ethical and regulatory requirements of the study.	The proposal includes an explanation of the ethical and regulatory requirements of the study but is missing 1-3 important materials.	The proposal includes an explanation of ethical and regulatory requirements, but at least half are inaccurate or inappropriate for the study.	The proposal does not include an explanation of the ethical and regulatory requirements of the study.
Organization The way in which the information is put together; the flow of the materials 20 points	The proposal follows a logical, ordered structure throughout.	The proposal follows a logical, ordered structure in all but 1-3 places.	The proposal follows a structure that does not make sense.	The proposal contains no order or structure.
	The proposal uses a neat, professional, consistent format and design.	The proposal uses a neat and professional format and design but is not consistent throughout.	The proposal uses an unprofessional format and design.	The proposal contains no format or design.
Criteria	Professional	Experienced	Developing	Novice

Communication Ability to express oneself so as to be understood by others 20 points	The proposal is accurate, relevant, and engaging.	The proposal is accurate and relevant but not engaging.	The proposal includes 1-3 inaccuracies or unimportant details.	The proposal is inaccurate and irrelevant to the task at hand.
	Students used a clear, concise writing style that is easy to understand.	Students used a writing style that is unclear or wordy in 1-3 places.	Students used unclear, wordy sentences in 4-6 places.	Students used unclear, wordy sentences so frequently that the proposal is difficult to understand.
	The proposal is free of grammatical, spelling, and mechanical errors.	The proposal contains only 1-3 grammatical, spelling, and mechanical errors.	The proposal contains 4-6 grammatical, spelling, and mechanical errors.	The proposal contains so many errors in grammar, spelling, and mechanics as to be incomprehensible.