

Marketing Research Activity

Marketing Research Project:

This marketing program will need information about existing and potential students and about the needs of the local business community, as discussed in class. Write a one-page plan to collect and analyze the appropriate information, based on what you have learned about marketing research, B2C marketing and B2B marketing. This one page plan should not include questions to ask existing or prospective clients. However your plan must include your method or methods that you recommend for collecting the information.

In the same plan, include a one-page outline of the key questions you will answer in your research. Be as specific as possible, for example if you are including multi-choice questions, you must include the choices that you will offer to the respondents.