## **Marketing Research**

## **Marketing Experiment (25 %)**

**Individual**

In accordance with TIU’s research mission, students in marketing research course are expected to complete a research requirement during the semester. The purpose of this assignment is to give you a brief acquaintance with the type of research conducted in behavioral sciences. Students need to write critiques report of academic articles. You can find articles from top field journals, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*.

**Marketing Experiment:**

A marketing experiment is a form of market research in which your goal is to discover new strategies for future campaigns or validate existing ones.

For example, a cookie company may perform a field experiment by giving out free samples at a public event to gather information about how people like their cookies and how many make a purchase after a taste.

**Marketing Experiment**

[COMPANY NAME]

|  |  |
| --- | --- |
| Student Name |  |
| Student ID |  |
| EMAIL |  |
| DATE | MM/DD/YY |

SIDE-BY-SIDE COMPARISON

|  |  |
| --- | --- |
| *On the left side, describe the first item, concept, or strategy you are comparing, detailing its key features, benefits, and potential drawbacks. On the right side, do the same for the second item, concept, or strategy. This layout is ideal for doing an in-depth comparison of two different elements.* | |
| ITEM 1 | ITEM 2 |
| *Item 1 concept or strategy you are comparing, detailing its key features, benefits, and potential drawbacks.* | *Item 2 concept or strategy you are comparing, detailing its key features, benefits, and potential drawbacks.* |

PAST YEAR VERSUS CURRENT YEAR

|  |  |  |  |
| --- | --- | --- | --- |
| *For each of the items, provide a brief analysis comparing Past Year and Current Year data. Explain the significance of the changes that have occurred and what they indicate about performance, trends, or improvements. Compare yearly performance or progress. Include relevant percentages and explain briefly why each item has changed or maintained consistency over the years.* | | | |
|  | 20XX | 20XX | NOTES |
| Item 1 | *PAST YEAR: Content* | *CURRENT YEAR: Content* | *Changes, differences, performance, trends, improvements.* |
| Item 2 | *PAST YEAR: Content* | *CURRENT YEAR: Content* | *Changes, differences, performance, trends, improvements.* |
| Item 3 | *PAST YEAR: Content* | *CURRENT YEAR: Content* | *Changes, differences, performance, trends, improvements.* |

YEAR-OVER-YEAR VERTICAL BAR CHARTS

|  |
| --- |
| *Use these bar charts to show how specific items/metrics have changed over a three-year period. Each bar represents a year. Input data to reflect growth, decline, or stability. Include a brief description below each chart to explain the key factors influencing these year-over-year changes.* |

Include a brief description here to explain the key factors influencing these year-over-year changes.

COMPARATIVE ANALYSIS

|  |  |
| --- | --- |
| *Under each Option (A and B), list three relevant features or aspects. Describe the advantages and drawbacks of these features, focusing on comparing and contrasting the two options. This exercise is critical to any in-depth analysis of two different strategies, products, or solutions.* | |
| OPTION A | |
| Feature 1 | Description… |
| Feature 2 | Description… |
| Feature 3 | Description… |
| OPTION B | |
| Feature 1 | Description… |
| Feature 2 | Description… |
| Feature 3 | Description… |

ANALYSIS: Analysis of Option A versus Option B.