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Marketing Research
Assignment (15% marks)
Group Assignment (2-3 members)

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Designing a Marketing Research Plan for a Real-World Business Problem

Assignment Purpose:

This assignment introduces students to the foundations of marketing research. It emphasizes problem identification, research objectives, methodology selection, and understanding how marketing research supports business decisions.

Learning Objectives:

By the end of this assignment, students should be able to: Formulate a clear marketing research problem and objectives. Distinguish between types of research (exploratory, descriptive, causal). Choose appropriate data collection methods. Design a basic marketing research plan using correct terminology and principles. Understand the ethical considerations in marketing research.

Assignment Instructions:

Choose a real business (e.g., a retail chain, local restaurant, tech startup, service provider, etc.) and identify a **specific marketing problem or opportunity it faces** (e.g., declining customer satisfaction, brand awareness, product launch uncertainty).

You will develop a marketing research plan to help solve this problem.

Assignment Structure:

1. Introduction

Brief description of the selected company. Define the specific marketing problem. Justify why this issue is important for the company to address.

2. Problem Definition and Research Objectives

Clearly state the marketing research problem. Develop 2–3 **SMART** research objectives or research questions (To evaluate the effect of remote work on employee productivity in the tech industry by surveying 60 employees from five companies within two weeks/ To assess consumer preferences for eco-friendly packaging versus traditional packaging through an online questionnaire distributed to 80 respondents across KRG). Identify whether the research is **exploratory, descriptive, or causal** (justify your choice).

3. Research Design and Methodology

Outline the research design (qualitative, quantitative, or mixed methods). Describe the primary data collection method(s) (e.g., surveys, interviews, focus groups). Mention any secondary data

sources to be used. Define the target population and sampling method. Include sample size and rationale.

4. Ethical Considerations

Discuss potential ethical issues in conducting the research

5. Conclusion

Summarize the proposed research plan, and explain how the findings will help solve the company's marketing problem.

6. References

- Use **at least 6–8 credible sources** (textbooks, articles, industry reports)
- APA or Harvard referencing style

Report Format:

- **Word Count**: 2,500–3000 words (excluding references and appendices)
- **Font**: Arial or Times New Roman, 12 pt
- **Spacing**: 1.5 or double spaced
- **Deadline**: 6th Nov 2025.
- **Submission**: **Turnitin** (Class ID: 50562596, Enrollment Key: 2025)

Criteria	Excellent (85–100%)	Good (70–84%)	Satisfactory (50–69%)	Needs Improvement (<50%)	Weight
Problem Definition & Objectives	Clear, specific, and insightful problem and SMART objectives; strong justification.	Clear problem and objectives; justification is logical and mostly relevant.	Problem and objectives are vague or partially relevant.	Problem not clearly defined or objectives missing/unclear.	20%
Research Design & Methodology	Research methods are highly appropriate, well-justified, and detailed; shows deep understanding.	Sound methods with justification; mostly relevant to the problem.	Basic understanding; lacks detail or weak justification of chosen methods.	Poor methodology; inappropriate or unsupported approach.	30%
Use of Marketing Research Concepts and Terms	Uses correct and advanced terminology consistently and appropriately.	Mostly accurate use of key terms.	Some misuse or missing terms; basic conceptual understanding.	Major errors in concepts or terminology; shows lack of understanding.	15%
Ethical Considerations	Comprehensive and thoughtful discussion of ethics; demonstrates strong awareness.	Covers key ethical points; some thoughtful insights.	General ethical points mentioned but lacks depth or application.	Ethical issues not addressed or misunderstood.	10%
Structure, Writing Quality & Referencing	Professional presentation; logical structure; fluent writing; correct referencing.	Well-structured and mostly clear; minor language or referencing errors.	Adequate organization but inconsistent clarity or formatting.	Disorganized; poor writing and/or incorrect referencing.	15%
Conclusion & Practical Implications	Strong summary; clearly connects research to business problem; actionable insights.	Clear conclusion with relevant link to the business issue.	Basic conclusion; limited connection to business problem.	Weak or missing conclusion; no clear outcome.	10%