**Step #1:** Go to <http://www.surveymonkey.com/> and create a new account (choose the free account option). Then, follow the directions to create a survey of your own design. Your survey can be based on any marketing-related product or service situation.  Some suggestions are as follows:

* + Imagine you are designing a new product or service of your choice for a hypothetical company and you want to evaluate the potential interest in this product, or
  + imagine you are rebranding a product or service of your choice and you want more information on what consumers feel should be different, or
  + design a survey based on the product or service that is the subject of your Marketing Plan Proposal assignment for this course.

Your survey should contain 8-10 closed-ended or scaled-response questions.

**Step #2:** Write a 2-page memo in which you (a) discuss what type of information you hope to obtain from your survey, and (b) how you would use this information in your market research efforts, and (c) your opinion of SurveyMonkey as a marketing research tool. ***Copy and paste a link to your survey in the memo.***