Marketing Research Plan

**Focus of the Marketing Research Plan**

1. Select one of the requests for proposals (RFP) in Appendix A of this guide. The company choices are Doggie Dinner, American Airlines, or Andrews Flight Service (a new business venture).
2. Research your selected project to assess competitive marketing strategies of the chosen segment such as products, pricing, placement, and promotion. In your assessment, include recent estimates of economic factors, including sales and market share, and physical factors, such as size, corporate headquarters, and divisional structure. In other words, get to know your firm—who they are, what they are doing, how well they are doing, and characteristics of the marketplace.
3. Prepare a preliminary proposal, 2-3 pages in length, for a marketing research project for your selected firm, and submit for grading in Week Three. Review Exhibit 6-6: Modules to Include in Proposals on page 143 of *Marketing Research* and include the following sections in your proposal:
   * Overview of the research issue that will be studied
   * Problem, or questions, that will be addressed
   * Why the problem or questions are important
   * General outline how the research will be conducted including method of data collection and analysis (research design)
   * Expected findings
   * Budget
   * Principal investigator (you)
4. Using ideas and suggestions from discussions and your textbook complete your final product and submit it for review and grading in Week Six. The package should be in the form of a research plan to investigate a marketing strategy issue, dilemma, problem, or hypothesis. The plan should include a formal and succinct statement for each of the components listed in step3. A potential client will also expect a management plan outlining how the project will be managed and the proposed budget. A current fee schedule is enclosed below.  For this assignment, include a Gantt Chart (Exhibit 5-8, page 114 in *Marketing Research*) and the resume of the principal investigator (you).

**Writing the Marketing Research Plan**  
The Paper:

* Must be eight- to ten- double-spaced pages in length and formatted according to APA style as outlined in the approved APA style guide.
* Must include an introductory paragraph with a succinct thesis statement.
* Must address the topic of the paper with critical thought.
* Must conclude with a restatement of the thesis and a conclusion paragraph.
* **Must use at least five professional resources, including a minimum of two from ProQuest.**
* Must use APA style as outlined in the approved APA style guide to document all sources.
* Must include, on the final page, a Reference Page that is completed according to APA style as outlined in the approved APA style guide.