American Intercontinental University

MKT655 – Research Methods in Marketing

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font.

**Research on Brand Endorser and Consumer Perception**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. This section of the paper must contain research - which means that a citation must be included in the section (Last name, year). The punctuation goes after the citation not at the end of the sentence. If no author is stated: (Short Title of Article, year). The punctuation goes after the citation not at the end of the sentence. This portion of your paper must be based predominately on articles from the library’s full-text databases.

 **Example of a good product-endorser match and its implications.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research and must be based predominately on articles from the library’s full-text databases.

 **Example of a bad product-endorser match and its implications.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research and must be based predominately on articles from the library’s full-text databases.

**Primary Research Rationale Behind the Product-Endorser Pairs Chosen**

This section does not require research but if you did research, a citation must be included in the section. Notice, you will cover the matches in individual sections below.

 **Product-endorser match 1.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper if you do research in this section.

**Product-endorser match 2.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper if you do research in this section.

 **Product-endorser match 3.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper if you do research in this section.

 **Product-endorser match 4.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper if you do research in this section.

 **Product-endorser match 5.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper if you do research in this section.

**Primary Research: Description of the Data Collection**

This section does not require research but if you did research, a citation must be included in the section.

**Research Results**

Insert your verbiage here and be sure to indent the first line of the paragraph. Collate and present your results. You may create tables or charts in Word, Excel or SPSS.

**Connecting the Research and the Study Findings**

This section does not require more research but you will need to refer to the earlier research described in the first half of the paper, thus citations must be included.

**Conclusion**

 Add some concluding remarks-can be a sentence or two. Do not forget to Upload the Endorser Form.

NOTE:

* If you are not at the end of **page 7** with content, your paper is too short Do not insert extra spaces between paragraphs to make your paper appear longer.
* If you are beyond **page 9** with content, your paper is too LONG. Do not change the font or margins to make the paper appear shorter or longer

**References**

NOTE: The reference list starts on a new page after your conclusion.

For help with formatting citations and references using rules outlined in the APA Manual’s 6th Edition, please check out [this site](http://www.theseen.net/AIU_MKT.htm).