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.

**Background**

Insert your verbiage here and be sure to indent the first line of the paragraph. A very short, one-paragraph description of the geographic location (Use the City’s website or other government source for this section). Remember to use citations in the body of the paper. This section must contain research. The proper format for citations: (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.

**Define the Market**

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. What are the trends in the market? What is the current and projected demand for the proposed product/service? For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

**Define the market: trends**

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. What are the trends in the market? What is the current and projected demand for the proposed product/service? For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

**Define the market: current and projected demand**

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. What are the trends in the market? What is the current and projected demand for the proposed product/service? For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

**Define the Target Market**

Identify your target market. Provide a specific demographic profile and rationale for this decision. Include its common characteristics, and the area’s population of this specific market. Is there Competition? Can you differentiate or establish a niche market? Research is required to back-up your selection and to provide statistics to show that it is a viable market. For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

 **Define the target market: common characteristics**

For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

 **Define the target market: area’s target population**

For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

 **Define the target market: competition**

For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

 **Define the target market: differentiation or niche market**

For this section, you must use a combination of Census Data, Labor Statistics, Hoover’s Pro, and articles from the Library’s full-text databases. NOTE: The Library’s Proquest Newspapers may be particularly helpful. Do not provide content without solid research to back up each statement.

**Organizational Issues**

How does a company register a corporation in the target State? Describe the costs and process to set it up in the State and a link to the required paperwork.

**Feasibility Analysis**

Analyze the research and formulate a decision on viability. This is the most important part of the paper. It needs to be 1 ½ to pages in length and is worth 60/150 points.

**Conclusion**

 Add some concluding remarks-can be a sentence or two.

NOTE:

* If you are not at the end of **page 7** with content, your paper is too short (if you used graphs or charts, your paper should be longer)
* Do not insert extra spaces between paragraphs to make your paper appear longer.
* If you are beyond **page 11** 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).