

Marketing Research Group Project - AthleteTrax

Background

Students will use ideas discussed in the course to develop a strategic marketing recommendation using the marketing research process we will learn throughout the semester. The goal is to apply the Marketing Research Process to help a real local startup achieve their short and long term goals supported by marketing research. The goal of the marketing research project is to:

- **Competitive Marketing Research:**
 - to include what their competitors are doing to reach their audiences (TeamSnap, Blue Sombbrero and Bluefields)
- **Secondary Marketing Research, Targeted Marketing Deep Dive and how it relates to Specific Channels:**
 - Google Adwords
 - Twitter Promoted Tweets
 - Facebook Advertising (Including Instagram)
 - LiveIntent
 - Additional digital marketing opportunities
- **Data should answer the question: "which is the best digital medium to use based on my target market's usage behaviors"**
- **Primary Marketing Research:**
 - Survey development to help define what the target market is most interested in from a feature and benefit standpoint
 - Survey will help align AthleteTrax's brand messages
 - Survey will be delivered to a minimum of 100 respondents (Social media should make this easy).



Marketing Research Project Manualpb91

Scott M. Smith, Gerald S. Albaum



Marketing Research Project Manualpb91:

Government Reports Annual Index, 1991 Library & Information Sciences, 1991 **Government Reports Announcements & Index**, 1991-12 **The Marketing Research Project Manual** Glen R. Jarboe, 1991 **Designing the Marketing Research Project** Robert W. Joselyn, 1977 Fundamentals of Marketing Research Scott M. Smith, Gerald S. Albaum, 2005 Fundamentals of Marketing Research covers all facets of marketing research including method technique and analysis at all levels The methodological scope regarding research design data collection techniques and measurement is broad with three chapters devoted to the critical area of measurement and scaling The presentation is from primarily a pragmatic and user oriented perspective which aides the student to evaluate the research presented to them This text explores cutting edge technologies and new horizons while ensuring students have a thorough grasp of research fundamentals **Marketing Research Project Manual** James M. Molinari, 2006 This manual is intended for an introductory marketing research course that requires a marketing research project The manual has been developed to assist the student throughout the various stages of a marketing research project It is organized around the steps of the research process This manual is designed to answer the common questions that experience suggests arise throughout the student project It is not intended as mini text but rather as a complement to a standard text in marketing research *Essentials of Marketing Research* William G. Zikmund, 1999 The Marketing Research Guide Robert E Stevens, David L Loudon, Morris E Ruddick, Bruce Wrenn, Philip K Sherwood, 2012-10-12 Get the tools you need for effective market research including Internet surveys The Marketing Research Guide Second Edition is the newest edition of the Haworth marketing research classic that now includes Internet sources of data Internet surveys and an added advanced statistical analysis chapter Step by step instructions take practitioners through the entire marketing research process Worksheets sample proposals questionnaires and a copy of a final report foster complete understanding of the tools and techniques of marketing research The Marketing Research Guide Second Edition contains the accessible writing comprehensive coverage of major topics and helpful supplementary materials that made this book the sought after classic in 1997 that was chosen for Choice Magazine s 34th annual Outstanding Academic Books OAB list Marketing professionals now have an updated essential guide through the complete marketing research process for the twenty first century Techniques and concepts are clearly explained and illustrative of the role marketing information plays in decision making Descriptions of the major forecasting sampling and analysis techniques are designed for optimum understanding without the reader needing to possess advanced mathematical expertise Appendices include sample questionnaires and a sample marketing research report The Marketing Research Guide Second Edition provides practical information on Internet sources of data and Internet surveys advanced statistical analysis decision making information planning and forecasting test marketing developing valid and reliable measurement instruments data collecting methods designing a questionnaire determining sampling frame and selecting sampling method data

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techniques questionnaire design and implementation sampling methods data collection reporting and analysis research report and presentation guidelines workbook activities for each chapter DECA connections for each chapter

Marketing Essentials McGraw-Hill Staff, 2001-06-01

Marketing Research Naresh K. Malhotra, 1996 Marketing Research An Applied Orientation presents a comprehensive look at both the principles and practices of marketing research with balanced coverage of qualitative and quantitative material Written from the perspective of marketing research users the Second Edition reflects current trends in international marketing ethics and the integration of microcomputers and mainframes It strives to build on the enormous success of the first edition by being even more current contemporary illustrative and user friendly

Marketing Research Seymour Sudman, Edward Blair, 1998 This text provides a hands on approach stressing the practical rather than the theoretical aspects of market research It is organized to lead readers through a marketing research project from the initial formation of the research questions to the final presentation of the project

Marketing Research Project Waterloo Lutheran University. School of Business and Economics, 1971

[The Handbook of Marketing Research](#) Rajiv Grover, Marco Vriens, 2006-06-23 The Handbook of Marketing Research Uses Misuses and Future Advances comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm Divided into four parts the Handbook addresses 1 the different nuances of delivering insights 2 quantitative qualitative and online data gathering techniques 3 basic and advanced data analysis methods and 4 the substantial marketing issues that clients are interested in resolving through marketing research

Modern Marketing Research: Concepts, Methods, and Cases Fred M. Feinberg, Thomas Kinnear, James R. Taylor, 2012-02-28 Illustrative and analytical MODERN MARKETING RESEARCH CONCEPTS METHODS AND CASES 2nd Edition is a comprehensive introduction to the practice of marketing research The text treats marketing research design as an integrated process walking students through each step from identifying data sources to analyzing findings with various statistical methods Making sense of complex marketing data for students MODERN MARKETING RESEARCH CONCEPTS METHODS AND CASES 2nd Edition explains in detail the analytical and statistical approaches essential in marketing research including standard multivariate methods like Factor Cluster and Conjoint Analyses as well as the latest Hierarchical Bayes Heterogeneity and Sample Selection techniques More than three dozen in text cases highlight research projects in business and academic settings while numerous examples and special interviews with industry experts give them an in depth perspective of marketing research and its applications in the real world Important Notice Media content referenced within the product description or the product text may not be available in the ebook version

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