

Assignment Title: External Secondary Research

Conducting external secondary research can help support the need for a study when addressing a management problem identified for a marketing research proposal. In this Assignment, you will demonstrate your ability to conduct secondary research to inform a proposal for a new product idea.

Scenario:

As a marketing researcher working for the McDonalds© Corporation, you are tasked with performing secondary marketing research to inform a brief proposal that introduces a new product concept that can be added to the menu. Preparation for executing this task will mean that you conduct secondary marketing research to learn the types of food that McDonald's does and does not carry.

Do some brainstorming. Given your knowledge of what McDonald's currently offers and your knowledge of other foods that they COULD be carrying, think up two or three possible products that you believe would be a possible good addition to the McDonald's menu. Yes, this may mean you have to go to a McDonald's and do some on-site research- possibly even sampling the menu items. See- not all exploratory research is drudgery!

Instructions for Completing this Assignment

Write a 2-3 page persuasive essay in APA style format. Be sure to use complete sentences, and provide specific examples when applicable. As with all material you submit, check for correct spelling, grammar, punctuation, mechanics, and language usage.

In your essay, include the following information:

- A. Provide two or three initial ideas for new products that McDonald's can include on the menu.
- B. Find two articles or other references in the library or the Internet from credible sources that provide some information on whether the product might be successful. For instance, if you decide that McDonald's should offer French cuisine on their menu, you would try to find an article that provides information on how US consumers have increased their consumption of French cuisine over the past three years.
- C. For each article: Provide a brief explanation of how each supports one or all of the possible products you have selected for candidates to be placed on McDonald's current menu.
- D. Provide a very brief summary of the two articles you found. The summary should be approximately one paragraph for each article.
- E. Provide a reference list for the articles you have found in APA format.

In the past, many students have selected popular products that McDonald's does not offer, but other restaurants successfully provide. This is an opportunity to use your creativity, so think critically on what products may positively impact the McDonald's menu of products to increase revenues and profitability. The secondary research used in this assignment should support your new product idea. Remember you are in the process of finding data that will convince a hardened senior executive that your addition to the menu will be good for McDonald's and their bottom line.

Directions for Submitting Your Assignment

Review the grading Rubric below before beginning this Assignment. For additional help with your writing and APA citation, please visit the Writing Center. Compose your Assignment as a Microsoft® Word® document and save it with your first name initial and last name (Example: TAlex-MT355 Assignment-Unit4.docx). Submit your file by selecting the Assignment Dropbox by the end of the unit.

MT355 Unit 4 Assignment Grading Rubric		
Content, Focus, Use of Text/Outside Sources (60%)	Possible Points	Earned Points
Create 2-3 new product ideas.	8	
Article 1 research support for product ideas.	8	
Article 2 research support for product ideas.	8	
Subtotal	24	
Analysis and Critical Thinking (30%)		
Analyzes in addition to providing facts.	3	
Analysis is well thought out.	3	
Flow of answers is logical.	3	
Considers different positions on the issues.	3	
Subtotal	12	
Writing style, grammar, and APA 6 th ed. formatting.	4	
Total Gross Assignment Score:	40	
Less: Late Penalty (Per Policy)		
Total		