

Assignment Title: Conducting Primary Research

Developing the ability to conduct primary research can be an invaluable asset to add to your business tool belt. Marketing researchers conduct primary research to gain human perspective on the problem or opportunity being studied, or to identify problems or opportunities for study.

Directions for Completing this Assignment:

In this Assignment, you will analyze the [Student Computer Lab case study](#). To effectively meet the requirements of this assignment, analyze the qualitative data derived from the primary research found in the case study scenario.

To successfully complete this Assignment, write a 2-3 page critical essay covering the following topics:

1. Determine overall student satisfaction with the computer lab.
2. Provide an opinion describing if it was wise to have a group with both graduate and undergraduate students included? Support your opinion with research.
3. Analyze the focus group transcript very thoroughly. Make a list of problems and ideas generated for the student computer lab.
4. What do you see as the benefits and limitations of the focus group findings? Do you think the task force plan for utilizing the focus groups is appropriate?
5. What changes would you make to improve the problems or to capitalize on the opportunities identified in the primary research? Collect and describe student recommendations for improvements.

Directions for Submitting this 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- Unit5.docx). Submit your file to the Assignment Dropbox by the end of the unit.

MT355 Unit 5 Assignment Grading Rubric		
Content, Focus, Use of Text/Outside Sources (60%)	Possible Points	Earned Points
Determine the overall student satisfaction.	8	
Computer lab analysis of problems and ideas.	8	
Analysis of the focus group findings.	8	
Subtotal	24	
Analysis and Critical Thinking (30%)		
Recommendations based on analysis.	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		