

Assignment Title: Design Appropriate Data Collection Methods

It is essential for marketing researchers to develop an ability to design appropriate data collection methods following the theoretical and conceptual methods you learned about in chapters 5-15 in the Basic Marketing Research textbook. In this assignment, you will develop a PowerPoint presentation that demonstrates your ability to design and formulate a data collection methodology that includes a research problem, secondary data, primary data, and a sampling and data collection plan.

Directions for Completing this Assignment

Complete the Assignment by designing the appropriate data collection methods for a marketing research study. You must use the same case study from your Unit 6 Assignment.

In a 7-10 slide narrated PowerPoint presentation, cover the following marketing research criteria:

1. Provide a brief explanation of the research problem you formulated based on the case study from Unit 6.
2. **Secondary Data:** Collect a minimum of three secondary data resources to improve your understanding of the research problem and topic area. Present a short summary of each secondary data resource as an annotated bibliography. To learn how to construct an annotated bibliography for your secondary data resources, visit the Writing Center's "Writing an Annotated Bibliography" page. Be sure to explain why each secondary research resource will be useful in solving the research problem.
3. **Primary Data:** Review the survey you developed in the Unit 6 Assignment for this case study and make needed improvements to the questions. Explain why the improvements you made are important, and provide reasoning.
4. **Sampling and Data Collection:** Prepare a brief plan on how you will choose the sample, and explain how you will go about collecting the data from the sample in your marketing research study.

Presentation Format

In Microsoft® PowerPoint®, create a title slide containing your name, the topic, and the date. Be sure to apply a design to your presentation. Create one slide for each of the decision problems above (a-f).

In this Assignment, you will be using the Microsoft PowerPoint narration tool to create your own audiovisual presentation. Once you have done this, you can put this skill on your resume. Audiovisual presentations are used in everything from customer service response, training employees, solving problems in the workplace, explaining instructions to colleagues and responding to stakeholders concerning business issues. For a tutorial on adding audio to your Microsoft PowerPoint presentation, [Click Here](#).

Directions for Submitting Your Assignment

Review the grading Rubric below before beginning this Assignment. Compose your Assignment as a Microsoft PowerPoint document and save it with your first name initial and last name (Example: TAlex-MT355Assignment-Unit 7.ppt). Submit your file by selecting the Assignment Dropbox by the end of the unit.

MT355 Unit 7 Assignment Grading Rubric		
Content, Focus, Use of Text/Outside Sources (50%)	Possible Points	Earned Points
Diagnosis of marketing problem.	6	
Secondary research annotated bibliography	6	
Sampling and data collection plan	6	
Primary research survey improvements	6	
Subtotal	24	
Analysis and Critical Thinking (30%)		
Analyzes in addition to providing facts.	3	
Analysis is well thought-out.	3	
Professional design used to develop presentation.	3	
Presentation includes all 7 required slides.	3	
Subtotal	12	
Title slide and reference slide.	4	
Total Gross Assignment Score:	40	
Less: Late Penalty (Per Policy)		
Total		