Topic:

MT355-1: Explore a research problem.

Paper details:

MT355-1: Explore a research problem.

After reviewing the tutorial as indicated in the “Activity” tab, complete the following requirements for part 2 of this assignment.

Business owners and managers often identify problems they need help to resolve. In such situations, additional information typically is needed to make a

decision or to solve a problem. One solution is a marketing research study based on a scientific research process. In this assignment, you are on a quest to

identify and develop a problem statement for a marketing research study.

Scenario:

You are the new director of marketing for your chosen company. You are exploring your chosen company to identify a marketing related problem or

opportunity to study using marketing research principles. Your goal is to explore the company's marketing strategy to identify a marketing related problem or

opportunity to study. You will be submitting a report detailing a problem or opportunity to study to C-level executives for their approval. Use the following

criteria to explore your chosen award winning organization and to identify a marketing related problem or opportunity to study.

Assignment Part 1 Requirements:

You can learn a lot about a company by engaging in several different activities to define an existing problem or possible upcoming opportunity. Investigate

your chosen company to identify any existing problems the organization may be experiencing or a possible opportunity for the company. Visit the

organization's social media pages and websites to identify a problem the organization may be experiencing. If possible, contact the organization and ask

them what problems they may be experiencing or possible upcoming opportunities. Using the descriiptive writing techniques, complete the following

requirements in a current APA formatted document:

Identifying a Company: Choose an award winning company from the Baldrige Performance Excellence Program website to study. You will evaluate the

“Award Application Summary” for your chosen company, as a business case for your company.

Remember, you are the director of marketing for your chosen company. Introduce the organization you chose by addressing the following inquiries:

Describe your chosen company and its brand.

Explain the industry in which your chosen company operates.

Describe the markets your chosen company serves.

Marketing Research Proposal

Prepare a marketing research proposal outline for a study using the general outline located on page 43 in your textbook.

Prepare a table of contents for your marketing research study.

Use headings to segment the topics in your writing in order to create a flow of ideas for your reader.

Information Research Process: Explore the social media sites and websites for your chosen company. Under the “Purpose of the Proposed Research Project”

heading, address the following inquiries in this section.

Use The 8 Steps to Strategic Success: Unleashing the Power of Engagement book to address the following:

Identify one marketing-related problem or opportunity related to each of the political, economic, social, technological, legal, or environmental factors that

influence marketing decisions for your chosen company.

Identify one marketing related problem or opportunity based on each of the Strengths, Weaknesses, Opportunities, and Threats that influence marketing

decisions for your chosen company (pages 34-36 in your textbook).

Use secondary research to substantiate your perspectives and observations (pages 30-32, and 55-65 in your textbook).

Assignment Part 2 Requirements:

The Marketing Research Problem: Based on your conclusions derived from the information research process, choose and explain the most interesting

marketing related problem or opportunity for your company that was identified during the information research process. Prepare a concise purpose

statement detailing one marketing research problem to study by addressing the following inquiries in the “Purpose of the Proposed Research Project”

section of the proposal:

Based on your situation analysis, describe a marketing problem or opportunity that management needs to solve for your chosen company using this

Situation vs. Problems video.

Explain the purpose of the marketing research study for a marketing related problem or opportunity for your chosen company (pages 34-36 in your textbook).