

Assignment: Writing and Presenting a Research Report

As Brown, Suter, and Churchill (2014) indicate in the Basic Marketing Research textbook, a marketing researcher will almost always be expected to develop a written report and presentation based on the results of the research. In this Assignment, you will prepare a marketing research report. As you prepare this marketing research report, you will engage in developing the following professional competencies of a marketing researcher:

- Sell ideas and persuade
- Create and edit reports

Marketing researchers must communicate with all stakeholders to develop accurate results when writing up the research report and presenting it to organizational leaders. The goal of the report and presentation is to sell and persuade the results of the marketing research, whether they favorably or unfavorably help to solve the research problem or to help capitalize on the research opportunity. A valid and appropriately designed research study will render valid results that should provide guidance to decision making leaders. Additionally, it is essential that marketing researchers use time management while creating and editing reports. The written report in general, will have an enormous impact on whether leadership decision makers will actually use the research or not. Your job as the marketing research is to master the art of persuading and selling the research results you worked very hard to produce.

References:

Brown, T. J., Suter, T A., & Churchill, G. A. (2014). *Basic Marketing Research*, 8th ed., Cengage Learning.

Directions for Completing This Assignment

In this Assignment, you will analyze the “Seal-Tight Company” case study. As a marketing researcher, your objective in this Assignment is to prepare a marketing research report. Complete the following steps to successfully execute this Assignment:

Step 1: In your Basic Marketing Research textbook, go to pages 417-418 and read question 1 on the Seal-Tight Company.

Step 2: On page 418 in your Basic Marketing Research textbook, prepare the charts required in questions A-D to be used in your research report.

Step 3: Follow the research report outline on pages 429-433 to conduct your analysis.

Step 4: Prepare a five page research report written in APA style and format based on the results of your data analysis for the “Seal-Tight Company” case study.

For additional requirements in relation to this Assignment, see the grading rubric below.

Directions for Submitting Your Assignment

Review the grading rubric below before beginning this activity. For additional help with your writing and APA citation, please visit the Kaplan University 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-Unit 9.docx). Submit your file by selecting the Unit 9: Assignment Dropbox by the end of Unit 9.

MT355 Unit 9 Assignment Grading Rubric		
Content, Focus, Use of Text/Outside Sources (67%)	Points Possible	Points Earned
Developed charts correctly for questions A and B	10	
Developed charts correctly for questions C and D	10	
Formatted Research Report Effectively	10	
Prepared Research Report According to Marketing Research Principles	10	
Subtotal	40	
Analysis and Critical Thinking (26%)		
Analyzed the case study	4	
Explained the validity for each question	4	
Flow of answers is logical	4	
Considers different positions on the issues	4	
Subtotal	16	
Writing (7%)		
Writing style, grammar, and APA format.	4	

Total Gross Assignment Score:	60	
Less: Late Penalty (Per Policy)		
Total		