**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Market Research Survey Project**

**Task:**

Design and conduct a market research survey for a segment of the school population (e.g. girls, boys, freshmen, sophomores, juniors, seniors, athletes, academics, drama kids, neighborhoods, etc) with a focus on their views on our publications and their social media interaction/habits — What do they think about our publications? What changes would they like to see? How does a particular group of students use social media? How can we design or adapt a social media strategy to reach them?

**Process:**

1. Select a segment of the school population for your focus group.
2. Write and conduct a market research survey of 10-15 questions. You may use no more than three questions *word for word* from the sample market research surveys we have examined in class and for homework.
3. Distribute a survey draft to two other groups in our class for evaluation and feedback.
4. Rewrite your survey based on other groups’ suggestions.
5. Distribute your survey to at least 50 members of the selected group.
6. Tabulate the results from your surveys, including percentages and the mean, median and mode for any relevant rating/scale data.
7. Based on the results of your survey, answer the following questions about your subgroup:
	1. What makes these kids “tick”? What kind of people are they?
	2. What kinds of hobbies do they have? What do they enjoy doing most?
	3. Do they read/interact with your publications? Why or why not?
	4. What kinds of social media outlets do they use?
8. Write a paragraph (5-7 sentences) that describes your target audience: their age, likes and dislikes, their engagement with your publication, social media use, etc.
9. Finally, write a reflection (8-10 sentences) on your survey, post-distribution and tabulation, to reflect on its’ construction and possible bias. Did your survey yield useful information? What are its strengths and weaknesses? How will you be able to use this information? What would you add or change about it?
10. Bring your tabulated results and summary information to class in two weeks, when we start Unit 3: Product Marketing. The results from your survey are necessary to complete activities during Unit 3 — make sure to complete this assignment carefully.

**Items to turn in:**

* A cover sheet with a title, names, date (5 points; completion) \_\_\_\_\_\_/5
* A copy of your rough draft (15 points; completion) \_\_\_\_\_\_/15
* A copy of your final draft (50 points; see rubric) \_\_\_\_\_\_/50
* 2 copies of your Survey Analysis (80 points; see rubric) \_\_\_\_\_\_/80

 TOTAL \_\_\_\_\_\_/150