



SAINT FRANCIS

UNIVERSITY

become that someone

Shields School of Business
MKTG 321: Marketing Research
Client-Consultant Project Contract
FALL 2020

Project Description:

Students in MKTG 321 follow a client-consultant model to address a "real world" marketplace marketing research project, while studying the dynamic theories behind marketing research and analytics. This course is a designated Saint Francis University Community Engagement Course. Each semester marketplace clients are assigned to student teams. One team member acts as the client liaison. The deliverables of this project are: marketing research proposal, presentation, and research poster. Due to COVID-19 restrictions on community engagement courses for Fall 2020, all client meetings and the final presentation will be held virtually.

Project Objectives:

The Marketing Research Process consists of the following:

- 1) Establish the need for marketing research.
- 2) Define the problem or opportunity.
- 3) Establish research objectives.
- 4) Determine research design
- 5) Identify information types and sources.
- 6) Determine methods of accessing data.
- 7) Design data collection.
- 8) Determine the sample plan and size.
- 9) Collect data.
- 10) Analyze data.
- 11) Prepare and present the final research report in written, electronic and oral formats, as well as a research poster.

Client Responsibilities:

- The client is asked to meet with the student team in the beginning of the semester at SFU's Shield School of Business, Schwab Hall, to address the project details and scope, responsibilities, and the client's particular marketing research problems or opportunities, as well as any general questions about the project. Students will present at that time a SWOT Analysis to the client and seek input.
- As we move through the marketing research process, the client liaison will keep the client updated, seek input and confirm approvals as we establish the problem/opportunity statement, research objectives, methodology and so on. The marketing research proposal will be submitted to the client for input/approval to move forward with the research project. Email is the primary venue for correspondence.
- Clients are responsible for providing approval via written form, email, for the team to move forward to the next step.
- Clients are asked to be timely with input and approvals (48 hour turnaround via email is requested) to allow for the team to complete required steps and meet deadlines as we move through the marketing research process. Our timeline is tight as this project is completed within one semester.
- We request that the student team visit the client company or organization for field research purposes by mid-semester, yet this is not permitted during Fall 2020 due to Covid-19 restrictions.
- Client is also invited to the final presentation of the Marketing Research Projects at the end of the semester at Schwab Hall. Note: due to Covid-19 restrictions for Fall 2019, the final presentation will be delivered

virtually. Clients will be given an e-copy of the final project, presentation, and research poster. Exact date on presentation to be advised by client liaison to client by mid-semester.

- Clients are also asked to remember that this is a student project and the overall goal is to provide both beneficial marketing research data and recommendations for the client, but also a beneficial, collaborative learning experience for the students.
- Clients are given a Community Engagement Course assessment at the end of the semester to complete.

Student Team Responsibilities:

- Students are to successfully complete all steps of the marketing research process, while integrating theory and concepts learned from class content, textbook, discussions, and supplementary materials.
- Students are to approach and engage the marketing research process in an ethical and respectful manner following our Franciscan ideals.
- Client liaison (one per team) is to be the sole contact with client and to keep client updated in a timely and respectful manner.
- Client liaison is to request input and approvals from client with a requested 48-hour turnaround.
- Client liaison is to seek input from client through each step and request approvals in writing via email documentation.

By signing this contract, I acknowledge and accept the responsibilities of MKTG 321: Marketing Research Client-Consultant Project, and thereby will abide by the project's requirements to deliver a successful, enriching, and collaborative learning experience and deliverables of a strategic and comprehensive marketing research project and presentation.

Client:

print name

signature

date

Student Team:

print name

signature

print name

signature

print name

signature

print name

signature

print name

signature