

ING 1 Group Project: Marketing A Product

As part of your continuous assessment mark for the second semester, you are going to do market research on a product of your choice and subsequently report on your findings.

Students must work in 4 groups of 3 and 2 groups of 2.

Tasks 1 and 1A: Group Work – Choosing Your Product & Writing Your Marketing Survey

In your groups, you are to decide on what product you want to test market. This can be a “real” product (e.g., Coca-Cola) or something you invent. Your target population is 19-24 year olds. Please keep in mind that you will be writing a marketing survey and then doing market research with your product, and will need to present your product to potential buyers!! (See below for more instructions)

In your groups, you are to write:

- a) A brief description of your product’s features and benefits (approx 150 words). **NB: DO NOT PLAGIARIZE an existing description of the product from the internet. Use your OWN WORDS.**
- b) a questionnaire, which will be used when you do your market research. Each questionnaire must contain at least 10 items and should include both demographic information (e.g., age and gender) as well as the potential buyers’ opinions about your product.

Deadline: Your group must submit a document containing the written description of your product AND a copy of your questionnaire to your teacher by 11th March, 9.00 am.

Task 2: Group Work – Test Marketing Your Product 21st March

On “Marketing Day,” you are going to test market your product. Each group will set up a marketing station. Potential buyers will come to your station and you are to ask them to complete your marketing survey. You will also be expected to do a Product Comparison Test.

For example, imagine you want to sell a new kind of soda. When potential buyers come to your station, you will first ask them to complete your questionnaire (you – the researchers- are to read the questionnaire to them and mark the answers yourselves). Then, you will have them taste 3 different sodas: Soda A, Soda B, and Soda C. This will be a “blind taste test,” so the potential buyers will not know which is your new product. After they taste the 3 sodas, you will ask them additional questions to learn which one they prefer and why. These questions should be tailored to the product (and not general in nature).

Because all ING1 GMs will be doing this exercise simultaneously, each member of your group should be prepared to give the questionnaire and marketing test individually (so that your station can handle more than one potential buyer at a time).

Task 3: Group Work: Your Market Survey Report (Writing)

Each group is to write a Market Survey Report, summarizing the findings of your research. Your report must include the following information:

- A description of your survey results, including comparisons;
- Your *personal comments* on and *analysis* of the results (ie: Were the results as you expected? Were there any surprising results?);

- The *conclusions* you draw from your survey results about *how to market your product* in the future (eg: Will this product be successful with this demographic group? Will you need to make any changes to the product? How and where will you advertise it?....).

Length : 500 words.

Deadline: Monday 1st April, 9.00am

The 2 writing tasks will be scored as a group writing mark (everybody in the group will receive the same grade) and will be combined into one grade, which will contribute to your continuous assessment mark for this semester.

Organization of Marketing Day

1. Robert's students set up their stands in room 102; Magdalen's students set up their stands in room 101 (10 mins)
2. Magdalen's students go to room 102 to test Robert's students' products, answer their questionnaires (35 mins).
3. Robert's students go to room 101 to test Magdalen's students' products, answer their questionnaires (35 mins).
4. All students return to their initial classrooms and clean up (10 mins).

PLEASE LEAVE THE CLASSROOMS IN PERFECT CONDITION!

N.B.: There are about 30 GM students. As such, your research will likely include results from approximately 15 potential buyers. **Please make sure you have sufficient quantities of your product samples on Marketing Day.** For example, if you are marketing a new soda, you need to have enough of Soda A, Soda B, and Soda C for 15 test subjects to taste each soda! You'll also need to have sufficient numbers of drinking cups, napkins, etc.

In order to write your Market Survey Report, you will need to record the results of your questionnaires. You can choose whether you do this on your computers or with paper forms. **If you require photocopies of your questionnaire, please send the document by email to Magdalen, specifying the number of copies you require by Wednesday 20th March at 9.00am (mco@eisti.eu).**

Finally....please remember: You can market any product you want. However, 2 groups cannot market the same product. **Use the Google document to coordinate which product you are going to market to make sure there is no overlap or repetition. Please indicate your product on this document by Thursday 21st February.** You can create, design, invent anything you want...the product doesn't have to be edible. It can be a tech product, something mechanical, clothing...whatever. Just be certain that you have enough samples on Marketing Day!