| Market Research Memo | | |
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| **Criteria** | **Ratings** | **Pts** |
| This criterion is linked to a Learning OutcomeOrganization and clarity. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **20 pts**  **Memo is organized and well sequenced with smooth transitions. It previews, covers and develops main points.** | **17 pts**  **Memo is organized, slides are well sequenced and most transitions happen easily. It previews and covers main points.** | **15 pts**  **Memo inconsistent, with some parts well organized but others being rather disjointed.** | **12 pts**  **Memo is not well organized and the slide sequence does not help strengthen the argument.** | **10 pts**  **Insufficient or no work.** | | 20 pts |
| This criterion is linked to a Learning OutcomeMarket Research | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **20 pts**  **Well researched with annotated sources and data to validate findings. Good presentation of research and data that connects with recommendations.** | **17 pts**  **Well researched with annotated sources and data to validate findings. Good presentation of research and data.** | **15 pts**  **Well researched with annotated sources and data to validate findings. Lacks detail.** | **12 pts**  **Lacks detail and clarity and few cited sources for presented research.** | **10 pts**  **Insufficient research and presentation of data. Lack of cited sources.** | | 20 pts |
| This criterion is linked to a Learning OutcomeContent | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **20 pts**  **Content is relevant and well supported by details. Incorporates innovative insights.** | **17 pts**  **Content is relevant and has basic supporting details.** | **15 pts**  **Content is somewhat disjointed and lacks supporting details. Research is basic.** | **12 pts**  **Content is sufficient, but is missing some supporting details that could have helped to strengthen it. Little or no research.** | **10 pts**  **Insufficient or no work.** | | 20 pts |
| This criterion is linked to a Learning OutcomeIssue and Solution Identification. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **20 pts**  **Issue is clearly explained and a clear result of research and insight. Solution is obvious, well thought through and meets all the identified needs from the issue.** | **17 pts**  **Issue directly follows from research and solution follows from the issue.** | **15 pts**  **Link between issue and research is tenuous. Solution only tenuously connected to the issue.** | **12 pts**  **Issue poorly defined and unrelated to research. Proposed solution does not meet the needs of the issue.** | **10 pts**  **Insufficient or no work.** | | 20 pts |
| This criterion is linked to a Learning OutcomeConclusion and Solution | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **20 pts**  **Conclusion and Solution are both clear, compelling, and supported by quality research and analysis. Includes a review of key points.** | **17 pts**  **Conclusion is clear and supported by research and analysis. Solution includes a review of key points of how it relates to the research.** | **15 pts**  **Conclusion was only partially supported by research and analysis, but Solution was not clear nor obvious.** | **12 pts**  **Conclusion is not clear and did not seem to support the analysis or key points.** | **10 pts**  **Insufficient or no conclusion.** | | 20 pts |
| Total Points: 100 | | |

**Marketing Research Memo - Individual Assignment**

You will conduct market research on the small business of your choosing from your home country. You will obtain information about the product/service, the purchase influences for the customer - where, how and when they buy the product/service, how they pay and access the product/service. You will create a memo that will deliver five research insights, based on the criteria listed above, about the product/service.  In your conclusion, please present a hypothesis regarding the primary challenge the small business faces and propose a recommendation with a focus on a foundational marketing tactic (Price, Place, Promotion, Product) for a focus of the marketing campaign. Your recommendation will be evaluated based on the creativity of your idea, as well as how realistic it is for the small business to implement the idea.

Memo should be no longer than 3 pages in length, Times New Roman, 1.5 spaced. It should be in a memo format. Please include the following info in the interview:

1. Student name
2. Small Business
3. 5 Key Market Research Insights
4. Hypothesis re: Primary Challenge for Small Business
5. Reco for New Strategy Re: Marketing Tactic & Campaign

Please be sure to up APA citation format both in-text, as well as for the bibliography. Primary and secondary research is encouraged for this assignment.