**Market Research**

You will be creating Steps 1, 2 and 3 of the 5 Step process for market research.

**Step 1:** Define the problem - you may select any topic to research, but you must thoroughly define the problem for which the research you find will offer a possible solution.

**Step 2:** Study the situation - you will explore secondary research on the topic. You must summarize at least 5 different reliable, credible, accurate sources. Data should be present.

**Step 3:** Develop a data collection procedure - you will create your own primary research method and provide at least 5 questions/scenarios/etc. You do not have to conduct the research.

**Objective: *I will demonstrate my knowledge of the 5 step research process.***

**Market Research Rubric (25 points possible)**

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| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| Step 1: Problem Defined | 5 - The problem is defined and an excellent description is given | 4 - The problem is defined and a good description is given | 2 - The problem is defined | 1 - The problem is not defined |
| Step 2: Study the situation | 5 – A summary of at least 5 secondary sources is provided | 4 – A summary of at least 3-4 secondary sources is provided | 2 – A summary of at least 1-2 secondary sources is provided | 1 – A summary of secondary sources is not provided |
| Credible information | 5 – The information provided is from credible, reliable, and informational sites | 4 – The information provided may or may not be from credible, reliable, and informational sites |  | 1 – The information provided is not from credible, reliable, and informational sites |
| Step 3: Develop a data collection | 5 – An **excellent** primary research method is provided | 4 – A **good** primary research method is provided | 2 – A primary research method is provided | 1 – A primary research method is not provided |
| Questions/ Scenarios | 5 – 5 or more excellent questions/ scenarios are provided for the primary research | 4 – 3-4 questions/ scenarios are provided for the primary research | 2 – 1-2 questions/ scenarios are provided for the primary research | 1 – Questions/ scenarios are not provided for the primary research |