



Unit 4

“Research Tools”



Marketing Research -Systematic process of collecting, analyzing and interpreting data to reduce the risk in decision-making



- What kinds of studies would need to be done in sports marketing?



- When to use in the context of the marketing plan?

- How to conduct a marketing research study?





Primary Data –Info. Gathered firsthand

Secondary –Info. Already collected

- Govt. reports
- Trade journals
- Trade Associations
- Periodicals



Phoenix Cardinals might want to explore merchandise trends before undertaking a study to see why their merchandise sales have fallen





Primary Data

- Interviews
- Focus groups-8-10 people
 - XFL-focus group w/males under 24 to pare down nicknames
 - Food to sell in concession area
 - Evaluate proposed ad campaign



Marketing Research Process



- Problem/Opportunity Definition
- Choosing a Research Design Type
- Choosing a Data Collection Method
- Designing a Data Collection Form
- Choosing a Sampling Technique & Collecting Data
- Data Analysis
- Final Report Preparation





Abbreviated Research Proposal



- PROBLEM STATEMENT
- RESEARCH OBJECTIVES
- METHODOLOGY



- Sample
- Procedures



- DATA COLLECTION INSTRUMENT





Designing A Questionnaire

- Specify Information Requirements
- Determine Method of Administration
- Determine Content of Questions
- Determine Form of Response
- Determine Exact Wording of Questions
- Determine Question Sequence
- Pretest and Revise if Necessary

