





# Unit 4 "Research Tools"















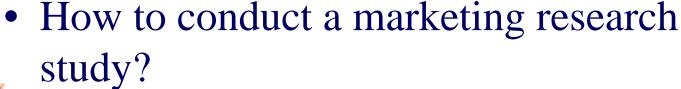
Marketing Research -Systematic process of collecting, analyzing and interpreting data to reduce the risk in decision-making



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



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

















## Primary Data –Info. Gathered firsthandSecondary –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





- Determine Method of Administration
- Determine Content of Questions



- Determine Form of Response
- Determine Exact Wording of Questions
- Determine Question Sequence













