GROUP PROJECTS

MRKT 606
Strategic Marketing

Spring 2021

MRKT 606 RESEARCH REPORTS

TOPIC: Group Topics

MARKS: 25

SUBMISSION DATE: 5th April 2021

How to do:
Every group need to prepare an online survey using Google forms or Google docs and send the link in your social networks. After collecting data in MS Excel format, analyze the data using Multiple Regression Analysis.

(If you need any help please let me know)

Requirements for Project Report Submission

1. Reports must be word processed using MS Word *(no hand-written materials will be accepted).*

2. Topic, Course name and section, Name and ID Number on the cover page

3. Use Times New Roman, font 12, single spacing, 1-inch page margin

4. Late submissions will not be accepted without a valid reason

5. Please be very careful about *plagiarism* and *copyright materials*

6. Please demonstrate your creativity and innovative ideas in writing (analyzing) the report

7. Provide *APA style citations* and *references* for any materials taken from others sources

8. The length of the project should be justifiable for a 25 marks assignment (including references and appendices).

Data Analysis:

Two types of analysis

1. **Descriptive Analysis:**

All the 8 Demographic Profiles questions (Mean, Median, Mode, SD, Frequency, Pie chart, Histogram, Bar Chart, Line chart, trend/pattern analysis)

https://www.google.com/search?safe=strict&sxsrf=ALeKk00tL_5-eKdn0Lo4cGj0YJEZ5pbZIg:1585679462842&q=steps+to+analyze+likert+scale+data+in+excel&sa=X&ved=2ahUKEwi7xPCorMXoAhWSkxQKHTK9B2kQ1QIoBH0ECA0QBQ&biw=1920&bih=937#kpvalbx=_ooyDXr__BbzlgwfTyLPIBg31

https://www.youtube.com/watch?v=4lAvbp-yVs8

https://www.youtube.com/watch?v=B-tFvua7qV4

2. **Regression Analysis:**
a. Model Summary
b. ANOVA Table
c. Coefficients

Visual analytics: https://www.youtube.com/watch?v=K74_FNnlIF8