

Alternative Assessment 1 (5%)			
<b>Semester</b>	:	Spring	<b>Year</b> : 2021
<b>Course Title</b>	:	Marketing planning & research	
<b>Course Code</b>	:	MKT340	
<b>Instructor(s)</b> <small>(Includes names of all instructors teaching this course)</small>	:	Amr Aly	
<b>Submission Date</b>	:	3/4/2021	

### To be completed by the student

<b>Student Name</b>	:			
<b>Student ID</b>	:	<b>Department</b>	:	
<b>Major</b>	:	<b>Section</b>	:	U1
<b>Integrity Statement</b>	:	<i>"I affirm that I completed my assignment on my own abiding by the rules in ACM Student Handbook. I did not receive any external help, use any unlawful resources or commit plagiarism."</i>		
<b>Signature</b>	:			

### Grading Scheme

Question	Earned Points	Max. Points	Question	Earned Points	Max. Points
1		20	6		
2		20	7		
3		30	8		
4		30	9		
5			10		

<b>Total Earned Points</b>	<b>Total Available Points</b>	<b>Instructor Name</b>
	100	Amr Aly

#### Important Notes:

- Any attempt at plagiarism will be reported. All ACM handbook academic misconduct rules will be applied.
- It is the responsibility of the student to submit this online exam paper to the instructed online platform (Moodle, Turnitin)

**Marketing Planning & Research - MKT340**  
**Online Spring 2021**  
**Alternative Assessment Guidelines (10%)**

**1. Idea Objective**

This individual activity is designed to help students to use their knowledge and understanding of marketing research through conducting a marketing research simulation applied on a project idea suggested by the student.

**2. Idea description**

Each student should select a concept of project; this project can be either a totally new idea to sell product/service or a modification to an already existing one in Kuwait. The student will conduct a marketing research as a prior step to start his/her own business.

- Student should do a research related to marketing research topics and use his/her own understanding and analyzing skills to do this activity.

**3. Independent Study plan:**

<b>WEEK</b>	<b>TASK</b>
<b>Week Five (5%)</b>	Student needs to describe his/her own business idea, mention the main objective of conducting a marketing research before starting his/her own business, and the research method that he/she is planning to use.
<b>Week Twelve (5%)</b>	Student will select the type of collected data, the data collection methods used for the research purpose, the sampling method used, and shows two examples of questions to be included in the survey.

#### 4. Resources Needed:

Student needs to refer to:

- Secondary data resources related to marketing research topics.
- Course materials (slides, notes, activities shared in the class, etc.)

#### 5. Students' learning Assessment:

Student will submit two submissions within the semester;

- Submission one: to be submitted in week five through Turnitin
- Submission two: to be submitted in week twelve through Turnitin

These two submissions will be graded based on a pre-designed rubric shared with the students.

- Student needs to fill-in the following table:

1. Project idea description <i>(20 points)</i>	<b>Submission 1_ Week 5_5%</b>
2. What is the main objective of the suggested marketing research? <i>(20 points)</i>	
3. Formulate two hypotheses you may need to test in your research. <i>(30 points)</i>	
4. What is the suggested marketing research method? Why? Explain the advantages of the selected method/s. <i>(30 points)</i>	
5. What is/are the type/s of data to be collected? Explain? <i>(25 points)</i>	<b>Submission 2_ Week 12_5%</b>
6. What is/are the data collection method/s to be used to collect this data? Explain the advantages of the selected method/s. <i>(25 points)</i>	
7. Are you going to use sampling method or census method? Why? In case of using sampling method, explain which type you are going to use? <i>(25 points)</i>	
8. Mention three questions to be included in your marketing survey? <i>(25 points)</i>	