Southern New Hampshire University

OL 320 Market Research Guidelines and Rubric

The Market Research Paper will include market research for a business idea. You should study the market or industry you want to pursue for your business idea. The format should be a research paper and will be graded separately using the Market Research Rubric. Feedback should be applied to the Final Project. This assignment will be due in Module Two.

Main Elements:

The paper should use the specific worksheet "Research Questions—Industry/Economic Sector, Target Market, Company" in Chapter 3 of the textbook as an outline in developing the key elements for this subject. Your analysis should include answers to the guiding questions in this worksheet. There are other worksheets found in Chapter 3 of the textbook that can be used as background information to direct your research. These worksheets provide key questions that help entrepreneurs proceed through the discovery phase of business development and develop a sense of the best viable market for their idea.

Additionally, the Module Two Study Guide provides many websites and source of information to support this paper.

The Market Research Paper should include four sections:

- Brief Introduction
- Description of Industry/Economic Sector
- Evaluation of the Target Market
- Company Overview

Requirements of submission: The Market Research Paper assignment must follow these formatting guidelines: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. Page length requirement: 2–3 pages.

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Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Market Research	Includes all of the main elements and requirements and cites multiple examples to illustrate each element	Includes most of the main elements and requirements and cites many examples to illustrate each element	Includes some of the main elements and requirements	Does not include any of the main elements and requirements	25
Research	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	25
Inquiry and Analysis	Provides in-depth analysis that demonstrates complete understanding of multiple concepts	Provides in-depth analysis that demonstrates complete understanding of some concepts	Provides in-depth analysis that demonstrates complete understanding of minimal concepts	Does not provide in-depth analysis	20
Critical Thinking	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions, but does not defend with evidence	Does not draw logical conclusions	20
Writing (Mechanics/Citations)	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
				Total	**100%**