

MKT 450 Market Research
Fall 2019
Assignment Two
Due Date: Tuesday Dec. 5, 2019

The primary purpose of this assignment is to see that you can identify important information and express it clearly, precisely and briefly. Use precise and focused language. Good business writing gets to the point quickly with precision and clarity. Be as thorough as possible but write no more than **one page per article**.

There are two parts to this assignment and you should do them for each article on a maximum of one page (single spaced).

- 1) Read each article and describe all relevant information. Describe it in significant detail so I can see that you are able to identify what is important.
- 2) At the end of each page write a concluding paragraph telling the main thing you take away from the article and how it applies to market research.

Articles:

- 1) "Casino Chain Mines Data on Its Gamblers, And Strikes Pay Dirt," *Wall Street Journal*, November 11, 2000. Particularly, look for experiments used to test their ideas.
- 2) "Personal Banking Becomes even More Personal," *Wall Street Journal*, April 12, 2017
- 3) "Hot New Thing at the Mall: Heat Maps Track Shoppers," *Wall Street Journal*, December 9, 2013.