

# Incorporating Mock Market Research Projects in an Online Environment

**Steven Stromp, MBA**

*Executive Director of Market Intelligence and Strategy*

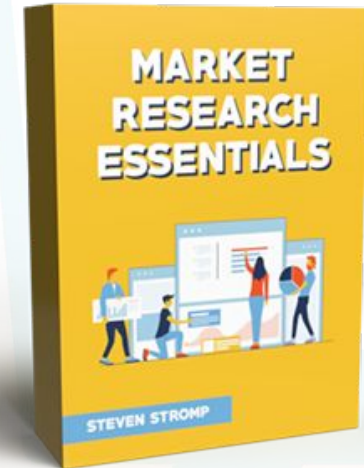
– DAVENPORT UNIVERSITY



<https://www.linkedin.com/in/stevenstromp/>

# Background

- Marketing research adjunct instructor with industry research background
  - Healthcare
  - Automotive
  - Consumer packaged goods
  - Higher Education
- Currently oversee market intelligence and strategy functions for Davenport University
- Author of Stukent courseware: Market Research Essentials



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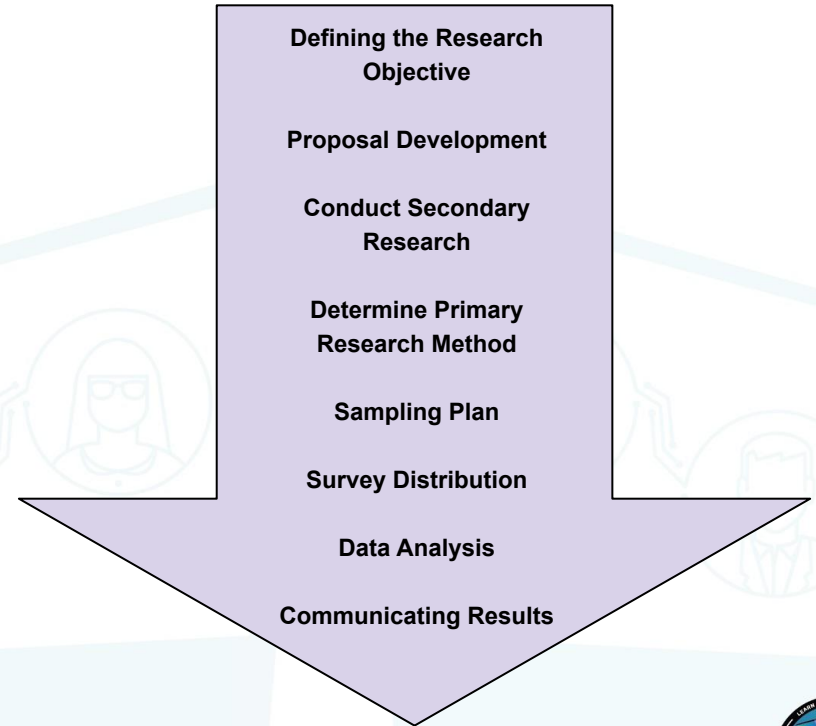
# Market Research Projects

- Experiential learning “real-world” project vs. mock project
- 15 week format vs. accelerated 7 week format
- In-seat vs. online
- Teams vs. individual
- Breadth vs. depth



# In-seat Course Project Overview

- Starting Point:
  - In-seat format: 15 weeks / Team Projects with experiential learning client
- Projects follows the flow of a professional research project



# Pairing with Clients



## Sample of research projects

- Donor engagement
- Volunteer satisfaction
- New service development
- Client satisfaction
- Communication optimization
- Event planning
- Event satisfaction

- **Recommendation:** Stukent Spring 2020 Digital Summit talk by Karen Sutherland: *How to Pair Students with Real Clients in Social Media Courses*  
<https://www.stukent.com/webinars>

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# Client Touchpoints

- Defining the Research Objective (**\*client meets team\***)
- Proposal Development
- Conduct Secondary Research
- Determine Primary Research Method (Survey Development)
- Sampling Plan (**\*client provides sample\***)
- Survey Distribution (**\*client approves survey links\***)
- Data Analysis
- Communicating Results (**\*client attends results presentation\***)



# Student Benefits

**"I liked how everything related back to a real-world example -- not to mention that we got hands-on experience in conducting surveys, meeting with clients, and conducting our own observational studies."**

**"I liked how the activities were actually relevant and fun! I thoroughly enjoyed working with Carol's Ferals."**

**"What really worked well for me was the presentations. We learned how to answer client questions even though we didn't always have a slide regarding the question."**

**"The best part was working with an actual organization for our research paper. It was fun!"**

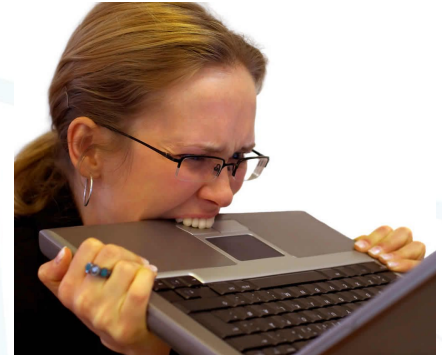
**"Working with my group for the service aspect of the class was a great experience, and I enjoyed working with my teammates."**

**"The class was really interactive, and I appreciated the knowledge and helpfulness of the instructor on how to work with clients."**

**"Actually having a client and being able to do a full research report for them was really cool. Helped me learn a lot about marketing research."**

# Preferred. Not Perfect.

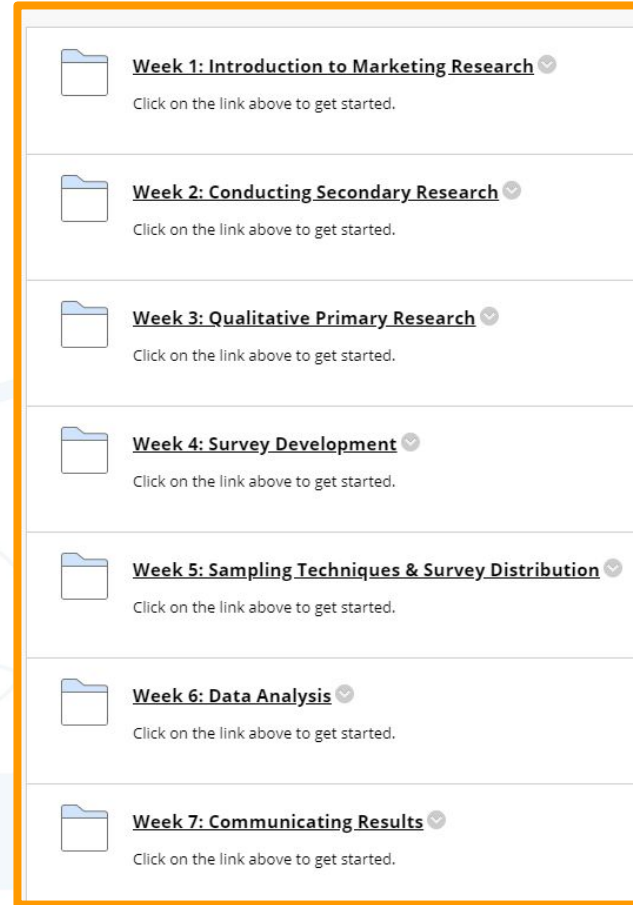
- Instructors are managing a mini consulting firm
- Clients expect A-level output/strategy they can actually implement
- Not all students feel obligated to produce A-level work
- Breadth and depth of projects can be lacking compared to what students will encounter in real world
- Timing of project may not line up with course timing
- Clients may not fulfill all obligations on their end



# Going Online

Transitioning project online posed several challenges:

- 7-week accelerated format
- Team vs. individual project?
- Client vs. mock project?



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# Team vs. Individual Project

## Benefits of Team Project

- Duplicates real world project teams
- Ease in instructor management (3 vs. 23 reports to grade)

**“Working with my group for the service aspect of the class was a great experience. I enjoyed working with my teammates.”**



# Team vs. Individual Project

## Drawbacks of Team Project

- “Divide and conquer” is great, but learning suffers
  - *Will that student really be able to produce a well constructed survey?*
- Low achievers coasting on success of high achievers

“Too much emphasis on group project. It is good to divide and conquer but I had a few bad team members, and they cost valuable points to my grade. I think small individual small projects would work better.”

“Group work. Wow! Not sure how else to teach the course, but with as much group work that was needed, I know I helped someone get a better grade. Forces team members that care to do the most. Not fair to all.”

# Client vs. Mock Project

- Could all facets of client projects be brought into online environment? Sure!
- But so would the same client-based project drawbacks - now jammed into 7-week period that requires more structure to run smoothly
- Pre-designed course format potential roadblock to client projects that need more flexibility



# Client vs. Mock Project

## Benefits of Mock Project

- Assurance project will map to course outcomes
- Robust scope and depth of study
- Standardization=more manageable in online and/or accelerated formats
- Parts of projects can be predictably “chunked out” by defined week



# Client vs. Mock Project

## Drawbacks of Mock Project

- Loss of real-world client interaction
- Defining objectives is lost - mock project objectives are generally pre-defined
- Report development and presentation lose their stakes (students know strategy will not be implemented)



# Decision!

For online 7-week course...

## Trial: Individual Mock Project



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# Type of Market Research Project

- brand study (awareness, key brand attributes)
- stakeholder satisfaction / engagement
- new product / service development

Defining the Research Objective

Proposal Development

Conduct Secondary Research

Determine Primary Research Method

Sampling Plan

Survey Distribution

Data Analysis

Communicating Results

# (1) New Product Development Scenarios

Client	Project	Research Objective/ Research Questions
<b>Canon</b>	<b>Consumer Security Camera</b>	<ul style="list-style-type: none"> <li>Canon, Inc. would like to determine interest in a <b>consumer-based security camera</b> that would be flexible in terms of placement, including but not limited to monitoring homes, vehicles, mailboxes, personal belongings, etc.</li> <li>Before we further develop a prototype, we need help determining:               <ul style="list-style-type: none"> <li>The <b>most desirable functions</b> to build into the potential device's capabilities.</li> <li>What we can <b>expect consumers will pay</b> for such a product.</li> </ul> </li> <li>We're also interested in learning about the <b>competitive landscape</b> and if there is room for us to enter the personal security monitoring market.</li> </ul>



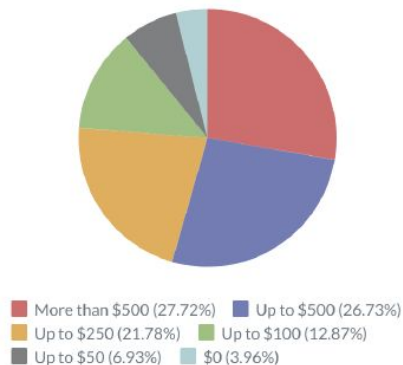
# (2) Secondary Infographic

#ProfCon20

A Statista Smart Home Survey from 2017 shows how much money people spent on their security cameras in the US. Based on the results, people are not hesitant to spend a large amount of cash on their home and personal security cameras (Kunst, 2018).



### How Much Was Your Camera?



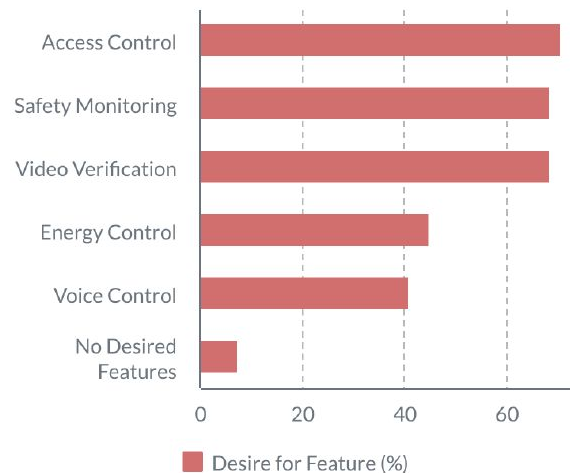
### BIGGEST COMPETITORS



**HIGHEST PRICE POINT**  
Google Nest: \$798

**LOWEST PRICE POINT**  
EZVIZ: \$40

### Security Camera Desired Features



A 2019 *Parks Associated* survey shows data surrounding the desired features of home security cameras. This survey communicates that buyers are most concerned with features that enhance their safety, security and protection (Holst, 2020).

Extra features that smart home experts would like to see in future security cameras:

- More affordable prices
- Storing footage in the cloud vs. remotely to reduce the chance of privacy breach
- Built-in sirens and/or spotlights (Wollerton, 2019)



# (3) Survey Draft

Line of Questioning	Example
<b>Brand Read / Comparison</b>	"Rate your perception of quality regarding the following companies..."
<b>Feature ratings</b>	"When deciding on your next tablet, how important are the following features?"
<b>Additional / Missing features</b>	"What other features would be important for this product to include?"
<b>Concept Purchase Intent</b>	"If each of the following tablets were in your price range, how likely would you be to purchase each?"
<b>Pricing Read</b>	"How much would you expect to pay for [insert Tablet A concept]?" "How much would you expect to pay for [insert Tablet B concept]?" etc.

# (3) Survey Draft (Word)

## Smartwatch Survey

Thank you for agreeing to take the smartwatch use survey. The survey will be used to further gain an understanding on smart watch preferences. This survey should not take more than 10 minutes to complete all questions. All answers will be kept confidential. The competition deadline is November 31, 2019.

Q1. Rate your perception of value on the following companies:

	1-Poor Value	2	3	4	5-High Value	Unsure
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samsung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fossil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitbit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. When deciding on a smartwatch, how important are the following features?

	1-Not Important	2	3	4	5-Important	Unsure
<b><u>Technological Capabilities</u></b>						
Fitness Tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Message Viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone Connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><u>Screen Size</u></b>						
0.99 inches or less	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.00-1.50 inches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.50 inches or greater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# (4) Program Survey

Previewing Survey

Restart Survey

⚙️

Draft

Place Bookmark

Thank you for agreeing to take the smartwatch use survey. The survey will be used to further gain an understanding on smartwatch preferences. This survey should not take more than 10 minutes to complete all questions. All answers will be kept confidential. The competition deadline is December 8, 2019.

Rate your perception of value on the following companies:

	1-Poor Value	2	3	4	5-High Value	Unsure
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samsung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fossil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitbit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for agreeing to take the smartwatch use survey. The survey will be used to further gain an understanding on smartwatch preferences. This survey should not take more than 10 minutes to complete all questions. All answers will be kept confidential. The competition deadline is December 8, 2019.

Rate your perception of

# (5) Survey Launch

## Simulate sample size estimates

For this assignment, you will **pretend you're sending your semester project survey to a scientifically calculated sample** rather than to a convenience sample of classmates and family/friends.

**Step 1:** For your semester project, estimate the **target population size**.

**Step 2:** Use the [sample calculator](#) to determine an appropriate sample size for your semester project..

**Step 3:** Report your sample size statement. Your statement should read: "**For this study, the target population size is estimated to be \_\_\_\_\_. The sample will be \_\_\_\_\_. At the \_\_\_\_\_ confidence level, this study will have a margin of error of +/- \_\_\_\_\_%.**"

**Step 4:** Post your responses from **steps 1-3** to the discussion board by day 4.

**Step 5:** By day 7, provide feedback to one of your peers.

**Determine Sample Size**

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Sample size needed:

# (6) Report Criteria

Criteria	Points
<b>Purpose.</b> Purpose does not stray from the original research question found in the research proposal. Details how results will be used strategically.	5
<b>Methodology.</b> Thoroughly details exactly how data was collected, covering all components in assignment. Study limitations are accurate and relate to the project. The respondent profile includes results to all demographic questions and are summarized in a professional narrative.	15
<b>Study Limitations.</b> Study limitations are accurate and relate to the project.	10
<b>Respondent Profile.</b> The respondent profile includes results to all demographic questions and are summarized in a professional narrative.	15
<b>Executive Summary.</b> Summary accurately communicates highlights of results. Has a strong focus on strategic recommendations.	25
<b>Detailed Findings.</b> The results of each question are communicated using appropriate statistics and graphics. Raw numbers are not included. The accompanying analysis for each question is accurate according to the data displayed. Open-ended comments are properly organized and summarized.	50
<b>Differences by Segments.</b> Differences or similarities by groups are detailed visually and clearly communicated in the narrative.	15
<b>Mechanics/Format:</b> Report is free of grammatical, spelling and/or typographical errors, verb tense remains consistent throughout the entire paper. Report is organized clearly into the sections according to the assignment.	15
<b>Total</b>	<b>150</b>

# (6) Research Report

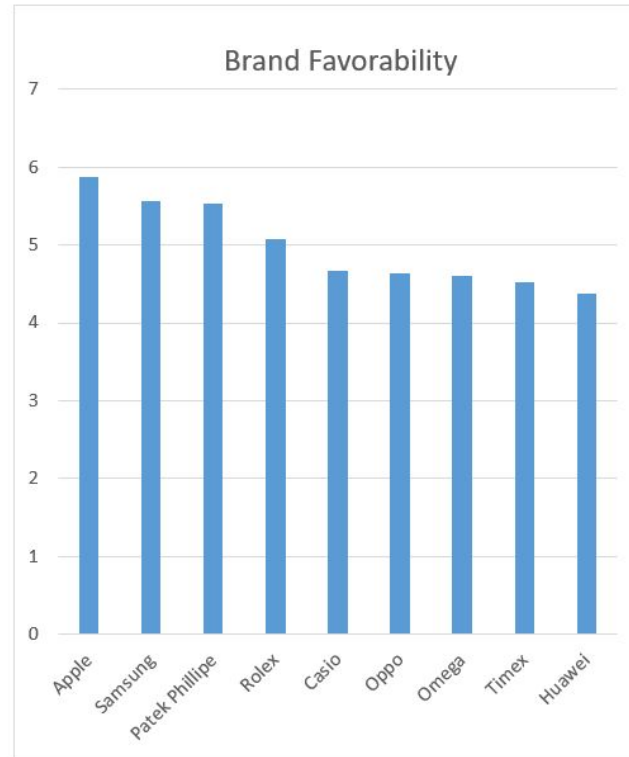
## Findings

Please rate your own perception of the following brands, according to the scale below.

Respondents were asked to rate their opinion of various watch brands. Technology brands were the leaders of the pack with apple being the most favourably viewed among the bunch. Samsung was a close second. Close runners up were high end traditional watch brands such as Rolex and Patek Philippe.

Unfortunately for Timex, it had the second lowest favourability rating losing out only to Huawei.

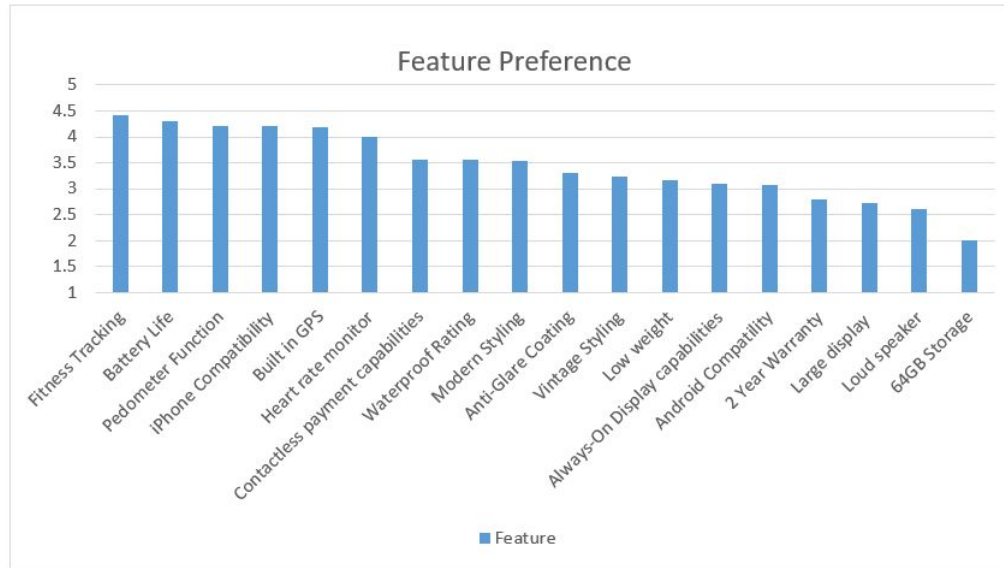
There is a great brand opportunity for Timex to rebuild their brand image here.



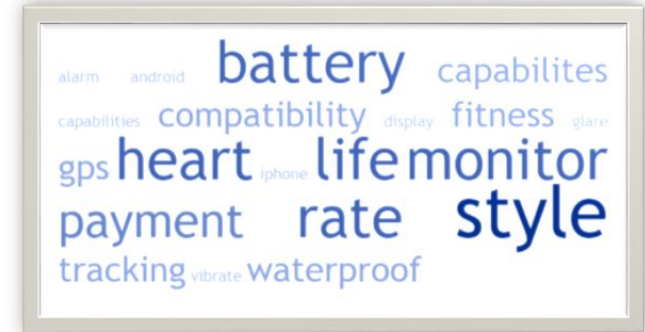
# (6) Research Report

The top most important features were:

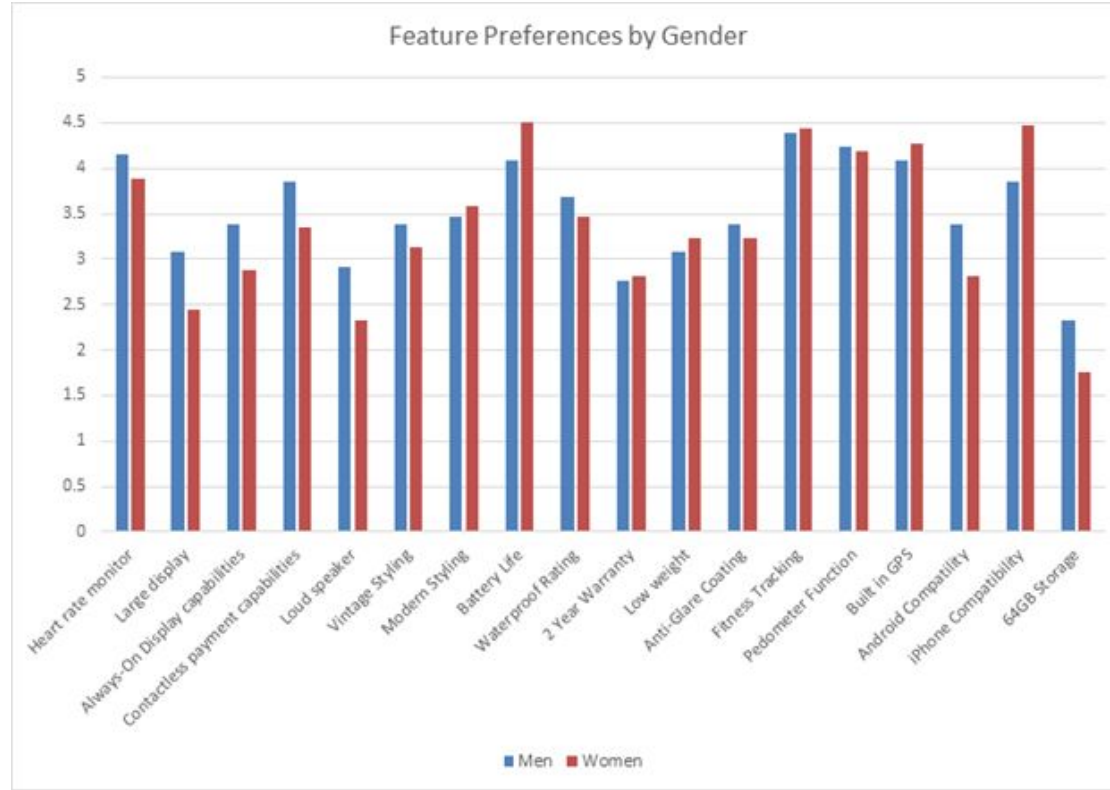
1. Fitness tracking
2. Battery life
3. Pedometer functions



top-of-mind features



# (6) Research Report



Steven Stromp



<https://www.linkedin.com/in/stevenstromp/>



# Student Feedback

**"I liked the survey assignment and the quizzes each week. These assignments really helped me at the end with the final results."**

**"I enjoyed how it was set up and the feedback given along the way. While it was a lot to do, I think it allowed us as an online class to be quite involved and interactive."**

**"One of the best courses I have taken so far here at DU. Working on the research projects in sections really helped!"**

**"I really enjoyed the project. I believe it was a great assignment to really understand marketing research and how conducting and gathering research for a particular client works."**

**"I really liked the interactive assignments. I learned a lot about market research and ended up really liking this part of the marketing industry."**

**"I thought that while it was an accelerated class, I learned a great amount about marketing research, more than I feel I learn in my in-seat classes."**

**"Both the primary and secondary research reports were very helpful in applying the course concepts to real world experience."**

# Student Feedback

**"The layout of the course was really helpful. I liked how hands-on the projects were/real situations."**

**"It was very helpful to put techniques into action rather than just reading about them. I feel like I have the knowledge and experience to go out and perform research and deploy a survey related to my job."**

**"What I like best was the feedback. I often find feedback consists mostly of 'you didn't do this well' or 'you need to improve here.' Feedback in this course consisted of 'This is a good start, I suggest you do this to make it even better.'"**

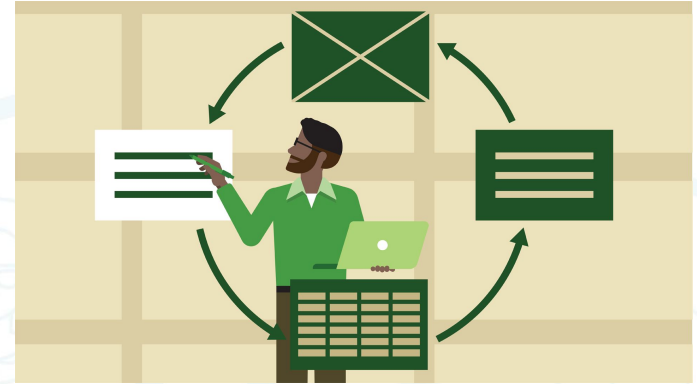
**Not only did you use positive reinforcement but you worked with students to help improve upon what they have learned and applied to the course."**

**"Creating the survey was new to me, but I enjoyed doing it and seeing the results."**

**"The structure/organization of this class made it very easy to understand what was expected of me. The course work was clear. The instructor was incredibly attentive and and active, which is greatly appreciated in an online class. One of the best online classes I've ever taken."**

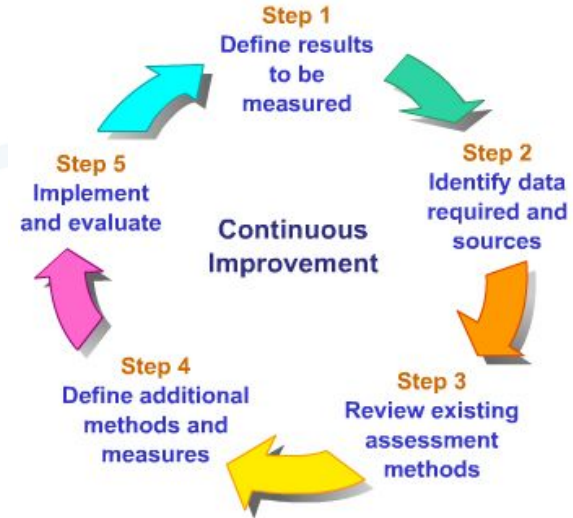
# What Did I Learn?

- Real-world project can be simulated and (in some instances) map better to course outcomes
- Client interaction cannot be easily replicated and will likely be sacrificed
- Breaking project into phases that follow weekly learning outcomes helps with comprehension



# What Did I Learn?

- Reinforce concepts before each phase
  - Learn concepts (quiz)
  - Practice concepts (assignment)
  - Demonstrate concepts (project)
- Incorporate “outcomes-based” portions to simulate client expectations (determine where to focus these efforts)
  - “Outcomes-based” focused on continuous improvement and mastery
- Provide robust feedback to take project to next level “real-world” output





# Discussion

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Projects in an Online Environment*

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