



Southern New Hampshire University

MKT 620: Final Project Guidelines and Rubric

Overview

The final project for this course is the creation of a **research-based data analysis, evaluation, and strategy paper**. Companies large and small are struggling with escalating competition in their markets and the need to continuously update their products and services to meet the demands of their customers. Although there is great promise in the massive availability of customer data and new high-tech ways of interacting with customers, marketers are challenged to make sense of the data and to understand the behavior of customers. What companies need to remain competitive is a new breed of professionals who are experts in both market research and consumer psychology. Recruiters seek big-picture specialists with diverse backgrounds in business, marketing, social sciences, and other applied humanities who are trained to work across business functions like marketing, market research, advertising, integrated communications, consumer insights, and product design and development.

The culmination of this project will be a data analysis, evaluation, and strategy recommendations paper. Your goals for this term-long project are to 1) select a product category, 2) identify brands within the product category, 3) identify the determinant attributes, and 4) create and analyze consumer surveys about their beliefs concerning the determinant attributes of each brand of product.

The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Two, Four, and Six**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- MKT-620-01: Analyze primary and secondary consumer behavior data for developing marketing strategies that align with organizational strategic goals
- MKT-620-02: Leverage marketing trends and consumer behavior influences for determining marketing strategies that yield a competitive advantage
- MKT-620-03: Translate consumer behavior analyses and marketing data into meaningful metrics that inform organizational stakeholders
- MKT-620-04: Validate the influence of culture and personal values on consumer behavior by developing marketing strategies that address the commercial, political, legal, and cultural environments in a global economy
- MKT-620-05: Develop marketing strategies that maximize internal and external opportunities through the integration of consumer behavior concepts, theories, and models

Prompt

During the course, you examined multi-attribute decision-making models such as Fishbein's theory of reasoned action. The Fishbein model is one of several "multi-attribute attitude models" and is also known as an "attitude toward object model." The basic goal behind this model is to determine consumer attitudes—a learned predisposition that is either favorable or unfavorable—about products and brands. More importantly, the model assumes that those attitudes consist of evaluations of the different determinant attributes that make up the product or brand. According to this theory, consumer attitudes can be measured through the use of surveys. Review the appendices at the end of this document for further exposition on the Fishbein model and a sample project.

Based on the knowledge and skills you have obtained throughout this course and previous coursework, create a research-based data analysis, evaluation, and strategy recommendations paper.

Specifically the following critical elements must be addressed:

I. Overview

- a. Provide an overview of the **product category** you evaluated, as well as the top six determinant attributes for the product category, and the product brands that were included in the product category.
- b. Describe the **key attributes** that consumers use when evaluating possible purchase options and their significance. Use secondary research sources to support your choice of product attributes to consider. [MKT-620-01]

II. Research Plan and Implementation

- a. Summarize the goals and objectives of your research, your **research plan**, and project timeline for implementation as they relate to the creation, capture, and delivery of value. [MKT-620-01]
- b. Develop a survey that measures the reasons consumers might purchase in the product category you evaluated, and the **behaviors** influencing the purchase. Include questions that assess the impact culture and personal values have on purchasing behavior within this product category. Support your position with specific evidence. [MKT-620-04]

III. Results, Quantitative Analysis, and Analysis of Consumer Behavior

- a. Provide a record of the **survey results**. There should be a record of how each participant rated each determinant attribute overall and in relation to the product brand (*b*), which together indicate the effect of each determinant attribute on the decision to purchase each specific brand (*be*). [MKT-620-03]
- b. Compute the **average of participant responses** by determinant attribute and product brand using the formula $A = \sum be / N$, where N is the number of participants. Perform this computation for each determinant attribute of each product brand, and place calculated values in a summary chart. [MKT-620-03]
- c. Total the **product brand scores**, using the formula $\sum A$ for all averaged values of A for a product brand. [MKT-620-03]
- d. **Analyze the results** for their implications relative to consumer purchasing behavior and marketing leadership. [MKT-620-01]

IV. Recommendations: In this section, you will provide recommendations based on your analysis that address the following:

- a. Provide a summary of your research and discuss the **performance** of each brand overall and on each determinant attribute. [MKT-620-02]
- b. Recommend how the lowest and highest ranked brands in the survey can tactically **implement strategies** to increase and/or maintain their ratings. [MKT-620-02]
- c. Based on your research outcomes, recommend marketing strategies that account for the **influence of culture and personal values** on consumer purchasing behavior in a global business environment. [MKT-620-04]
- d. Based on your research outcomes, recommend marketing strategies including the appropriate **marketing mix** for ensuring creation, capture, and delivery of value. [MKT-620-05]
- e. Given the plan design, outline the marketing plan **implementation process** for ensuring the creation, capture, and delivery of value. [MKT-620-05]



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Milestones

Milestone One: Product Category, Determinant Attributes, and Product Brands

In **Module Two**, you will select and submit a product category and product brands. First you will identify the product category to be evaluated. Once the product category is selected, you must identify which determinant attributes most affect product selection by a consumer and provide a description for each. Explain which features and benefits are most important to the consumer when making a decision about this type of product. Then explain the product brands that will be evaluated within each product category (select at least 3, but no more than 5). **This milestone is graded with the Milestone One Rubric.**

Milestone Two: Research Outline and Survey Questions

In **Module Four**, you will submit a **survey of questions designed to measure the consumer's evaluation of the importance of each determinant attribute**. (See Appendix B of this document for an example.) The survey should include the following sections:

A list of the determinant attributes: This section should ask survey participants to rate the importance of each determinant attribute, on a scale of -3 to +3, when choosing a product from the product category.

An outline of the research plan, determination of research goals and objectives, and a project timeline for execution

An outline of the consumer behaviors that the research plan will help to understand

The critical elements of value so that the team has a clear understanding of what drives the purchase, how customer needs are defined, and what customers are willing to pay for.

The format should be a 3–5-page report in APA format with appropriate references. **This milestone is graded with the Milestone Two Rubric.**

Milestone Three: Survey Results and Observations

In **Module Six**, you will submit a report of the results of a participant survey. (See Appendix B for details of the spreadsheet.) You will survey at least 15 people (but no more than 20), using the survey that you developed in Milestone Two. Record the results in a spreadsheet that you will submit. There should be a record of how each participant rated each determinant attribute (e) overall and each determinant attribute in relation to the product brand (b). Together these indicate the effect of each determinant attribute on the decision to purchase each specific brand (be). The format should be a one-page report in APA format with appropriate references. **This milestone is graded with the Milestone Three Rubric.**

Final Submission: Data Analysis, Evaluation, and Strategy Paper

In **Module Nine**, you will submit your **data analysis, evaluation, and strategy paper**. You should provide a summary of your research and discuss the performance of each brand overall and on each determinant attribute. Refer to your textbook Chapter 7 about the strategies that brands can use to change their attitude ratings. Discuss how the lowest- and highest-ranked brands in your survey can tactically implement those strategies to increase and/or maintain their ratings. Based on the research outcome, recommend a marketing plan including the proper marketing mix. Given the plan design, outline the marketing plan execution process to ensure effectiveness. The final paper should be a complete, polished artifact containing **all** of the main elements of the final product. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded using the Final Project Rubric.**

Deliverables

Milestone	Deliverables	Module Due	Grading
1	Product Category, Determinant Attributes, and Product Brands	Two	Graded separately; Milestone One Rubric
2	Research Outline and Survey Questions	Four	Graded separately; Milestone Two Rubric
3	Survey Results and Observations	Six	Graded separately; Milestone Three Rubric
	Final Product: Data Analysis, Evaluation, and Strategy Paper	Nine	Graded separately; Final Project Rubric

Final Project Rubric

Guidelines for Submission: The data analysis, evaluation, and strategy paper must follow these formatting guidelines: 10–15 pages in length (not including title page, reference page, and appendices), double spacing, 12-point Times New Roman font, one-inch margins, and citations in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Overview: Product Category	Meets “Proficient” criteria and uses industry-specific language to establish expertise	Provides an overview of the product category, top six determinant attributes, and product brands included in the product category	Provides an overview of the product category, but lacks specificity with regard to determinant attributes or product brands included in product category	Does not provide an overview of the product category, top six determinant attributes, and product brands included in the product category	5
Overview: Key Attributes [MKT-620-01]	Meets “Proficient” criteria, and tools and methods chosen are authentic to “real-world” analysis	Describes appropriate key attributes that consumers use when evaluating possible purchase options, using secondary research to support choices	Describes key attributes that consumers use when evaluating possible purchase options, but does not identify secondary research done to support choices	Does not describe key attributes that consumers use when evaluating possible purchase options	7
Research Plan and Implementation: Research Plan [MKT-620-05]	Meets “Proficient” criteria and uses industry-specific language to establish expertise	Summarizes goals and objectives of research, research plan, and timeline for implementation as they relate to the creation, capture, and delivery of value	Summarizes goals and objectives of research, research plan, and timeline for implementation but lacks specificity with regard to the creation, capture, and delivery of value	Does not summarize goals and objectives of research, research plan, and timeline for implementation	7

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Research Plan and Implementation: Behaviors [MKT-620-04]	Meets “Proficient” criteria, and survey is well informed and integrates relevant theories and research	Develops a survey that measures the reasons consumers might purchase in the product category and the behaviors influencing the purchase, and supports position with specific evidence	Develops a survey that measures the reasons consumers might purchase in the product category, but does not address the behaviors influencing the purchase or does not support position with specific evidence	Does not develop a survey that measures the reasons consumers might purchase in the product category and the behaviors influencing the purchase	7
Results: Survey Results [MKT-620-03]	Meets “Proficient” criteria, and presentation of data is clear, uninhibited, and persuasive	Provides a record of survey results that includes how each participant rated each determinant attribute overall and in relation to the product brand	Provides a record of survey results, but lacks specificity with regard to determinant attribute or product brand	Does not provide a record of survey results	7
Results: Average of Participant Responses [MKT-620-03]	Meets “Proficient” criteria, and presentation of data is clear, uninhibited, and persuasive	Accurately computes average of participant responses for each determinant attribute of each product brand using the prescribed formula	Computes average of participant responses, but computation is not accurate, or does not compute average for each determinant attribute of each product brand	Does not compute average of participant responses	7
Results: Product Brand Scores [MKT-620-03]	Meets “Proficient” criteria, and presentation of data is clear, uninhibited, and persuasive	Accurately totals product brand scores for all averaged values for a product brand using the prescribed formula	Totals product brand scores, but computation is not accurate, or does not include all averaged values	Does not total product brand scores	7
Results: Analysis [MKT-620-01]	Meets “Proficient” criteria, and analysis is well informed and integrates relevant theories and research	Analyzes results for their implications relative to consumer purchasing behavior and marketing leadership	Analyzes results for their implications relative to consumer behavior or marketing leadership, but not both	Does not analyze results	8
Recommendations: Performance [MKT-620-02]	Meets “Proficient” criteria, and summary is clear, uninhibited, and persuasive	Provides a summary of research that includes performance of each brand overall and with regard to determinant attributes	Provides a summary of research that includes performance of each brand overall or with regard to determinant attributes, but not both	Does not provide a summary of research	8
Recommendations: Implement Strategies [MKT-620-02]	Meets “Proficient” criteria and provides detailed examples of how the implementation of recommended strategies will support brand ratings	Recommends appropriate strategies that the lowest- and highest-ranked brands can implement to increase and/or maintain ratings	Recommends strategies for increasing and/or maintaining ratings, but strategies are not appropriate for the brands ranked in survey	Does not recommend strategies that brands can implement to increase and/or maintain their ratings	8

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Recommendations: Influence of Culture and Personal Values [MKT-620-04]	Meets “Proficient” criteria, and recommendation is well informed and integrates relevant theories and research	Recommends appropriate marketing strategies that account for the influence of culture and personal values on consumer purchasing behavior	Recommends marketing strategies but lacks specificity with regard to the influence of culture and personal values on consumer purchasing behavior	Does not recommend marketing strategies that account for the influence of culture and personal values on consumer purchasing behavior	8
Recommendations: Marketing Mix [MKT-620-05]	Meets “Proficient” criteria and provides persuasive, detailed examples of how marketing mix will support creation, capture, and delivery of value	Recommends marketing strategies that include the appropriate marketing mix for ensuring creation, capture, and delivery of value	Recommends marketing strategies, but the marketing mix is not appropriate for ensuring creation, capture, and delivery of value	Does not recommend marketing strategies that include the appropriate marketing mix	8
Recommendations: Implementation Process [MKT-620-05]	Meets “Proficient” criteria and provides persuasive, detailed examples of how implementation will support creation, capture, and delivery of value	Outlines the marketing plan implementation process for ensuring creation, capture, and delivery of value	Outlines the marketing plan implementation process, but lacks specificity with regard to ensuring creation, capture, and delivery of value	Does not outline the marketing plan implementation process	8
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	5
Total					100%

Appendix A

Before getting started, review the following key terms used in the attitude toward object model:

Product category is the product type being researched. This can be family-style chain restaurants, online education programs, or running sneakers.

Product brand is a specific brand of the product category. This could be Applebee's, Chili's, 99, or Uno Chicago Grill for the family-style chain restaurant product category.

Determinant attributes are those features and benefits of a product that help determine if the consumer will purchase the product. When someone shops for a TV, for example, there are usually three or four attributes (think features and benefits) that he or she has in mind as being important. It could be screen size, energy rating, the color quality, and so on.

Determinant attribute importance is measured on a scale of -3 (unimportant) to +3 (very important). This value is represented by "*e*," where "*e*" is the consumer's evaluation of the importance of each determinant attribute. If a consumer thinks that screen size has a high importance, he or she might rate the attribute as a +3.

Once we know how a consumer evaluates the importance of each determinant attribute, we can then ask how the consumer ranks each brand based on each attribute; this measurement is called consumer belief.

Consumer belief about a product is made up of the consumer's perception of a product's determinant attributes. A consumer can rate his or her belief about a product's determinant attribute as -3 (very unlikely) to +3 (very likely). "*b*" represents the consumer belief that a particular product has that determinant attribute. For example, if a consumer believes that the Sony Bravia has a small screen size, his or her consumer belief value will be low for the screen size determinant attribute for that brand, perhaps $b = -2$.

Attitude is the consumer's perceived belief in relation to the determinant attributes of a particular brand. "*A*" represents a consumer's attitude about the determinant attribute of a product brand. In the Fishbein formula, this is represented as $b * e$. From the previous example, our consumer's attitude toward the Sony Bravia will have -6. $A = b * e$, $A = -2 * +3$, or $A = -6$.

Overall consumer attitude toward a particular brand is found by summing the attitudes in relation to all determinant attributes, or $A = \sum be$.

$A = \sum be$, where

e = the importance of the determinant attribute on a scale of -3 to +3

b = belief value that a specific brand of the product type has the determinant attribute. This is measured on a scale of -3 to +3.

A = the sum of all consumer attribute values ($b * e$) for a particular brand, or the overall brand score

Appendix B

The following are examples of submissions for Milestones Two and Three:

Questionnaire

This survey asked participants to rate the determinant attributes and brands of an online education. The following are questions prepared by the research firm to measure each of the component parts of the attitude toward object model:

2.1 The evaluative (*e*) components are measured as follows:

A distance education program that is competitively priced is

Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

A distance education program that accepts most credits and whose credits are easily transferable is

Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

A distance education having instructors that are qualified and accessible is

Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

A distance education program with all required courses is

Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Important

A distance education program that has all required courses frequently available is

Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

A distance education program that allows coursework to be done on the student's schedule is

Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant

2.1 Questions measuring the beliefs (*b*) component:

How likely is the SNHU distance education program to be competitively priced?

Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

How likely is the SNHU distance education program to accept most credits and to have credits that are easily transferable?

Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

How likely is the SNHU distance education to have instructors that are qualified and accessible?

Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

How likely is the SNHU distance education program to have all required courses?

Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

How likely is the SNHU distance education program to have all required courses frequently available?

Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

How likely is it that the SNHU distance education program allows coursework to be done on the student's schedule?

Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

- How likely is the Rivier University distance education program to be competitively priced?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the Rivier University distance education program to accept most credits and to have credits that are easily transferable?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the Rivier University distance education to have instructors that are qualified and accessible?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the Rivier University distance education program to have all required courses?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the Rivier University distance education program to have all required courses frequently available?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is it that the Rivier University distance education program allows coursework to be done on the student's schedule?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the UMass distance education program to be competitively priced?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the UMass distance education program to accept most credits and to have credits that are easily transferable?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the UMass distance education to have instructors that are qualified and accessible?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the UMass distance education program to have all required courses?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the UMass distance education program to have all required courses frequently available?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is it that the UMass distance education program allows coursework to be done on the student's schedule?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the University of Phoenix distance education program to be competitively priced?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the University of Phoenix distance education program to accept most credits and to have credits that are easily transferable?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the University of Phoenix distance education to have instructors that are qualified and accessible?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the University of Phoenix distance education program to have all required courses?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is the University of Phoenix distance education program to have all required courses frequently available?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely
- How likely is it that the University of Phoenix distance education program allows coursework to be done on the student's schedule?
 Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely

Participant Results Example

	Part 1: Please identify, based on the scale provided below, how important each item ranks when selecting a cellular phone service provider.				
	Important [+3] [+2] [+1] [0] [-1] [-2] [-3] Unimportant				
		1	2	3	4
		Jennifer	Richard	Gabrielle	Hanna
1	An affordable price when considering a monthly plan	3	3	1	3
2	A plan that provides rollover minutes	-3	2	2	2
3	A family plan	-3	-3	-3	2
4	Unlimited text messaging	1	0	2	2
5	A plan that provides free nights and weekends	1	1	3	2
6	How important is good customer service when choosing a cellular phone service provider?	3	1	3	1

Part 2: Please indicate, based on the scale provided below, how likely the cellular phone service providers are to provide the service indicated.				
Very Likely [+3] [+2] [+1] [0] [-1] [-2] [-3] Very Unlikely				
	Jennifer	Richard	Gabrielle	Hanna
How likely is T-Mobile to offer an affordable monthly plan?	1	0	0	0
How likely is T-Mobile to offer a plan that provides rollover minutes?	1	0	2	0
How likely is T-Mobile to offer a family plan?	1	0	2	0
How likely is T-Mobile to offer unlimited text messaging?	1	0	-3	0
How likely T-Mobile to offer a plan that is provides free nights and weekends?	1	0	1	0
How likely is T-Mobile to provide good customer service?	2	0	0	1
How likely is AT&T to offer an affordable monthly plan?	3	1	-3	0
How likely is AT&T to offer a plan that provides rollover minutes?	3	1	-3	0

Summary Chart

Create a summary chart that includes the average attribute rating for each attribute for each product brand. The average response from the qualified questionnaire is determined for each *(e)* and *(b)* measure and summarized below:

Attribute	Evaluation (<i>e</i>)	SNHU (<i>b</i>)	SNHU (<i>be</i>)	Rivera (<i>b</i>)	Rivera (<i>be</i>)	UMass (<i>b</i>)	UMass (<i>be</i>)	University of Phoenix (<i>b</i>)	University of Phoenix (<i>be</i>)
Cost	+1	+2	+2	+2	+2	+3	+3	+2	+2
Credit Transfers	+3	+3	+9	+2	+6	+3	+9	+3	+9
Qualified Instructors	+3	+2	+6	+2	+6	+3	+9	+1	+3
All Courses	+3	+3	+9	-1	-3	+1	+3	+3	+9
Availabilit y of Courses	+2	+3	+6	-1	-2	+1	+2	+2	+4
Flexible Schedule	+3	+3	+9	0	0	+2	+6	+3	+9
Total			+41		+9		+31		+37