

APPLICATIONS PAPER GUIDELINES OPTION 1: SECONDARY MARKET RESEARCH ANALYSIS

PROJECT COMPONENTS		
Component	Description	Due date
Scheduling of office visit	This visit should be scheduled online through the link on the “Projects” page of the course web site.	2/06
Proposal	An electronic form will guide you through a description of your proposed venture, the value intended for customers, and a number of practical and logistical issues.	2/13
Office visit	During your scheduled appointment, your proposal will be discussed. You will be asked questions and will receive comments.	5 th and 6 th weeks
Search for secondary sources	This step should be completed by March 12, but the list should be appended to the applications paper.	
Applications paper	A paper which applies selected course ideas to the proposed venture	4/02



The applications paper should not exceed ten double spaced pages in length. Although quality is more important than quantity, it is expected that typical applications papers will run from 7-9 double spaced pages **Conciseness and the use of bullet points, when appropriate, are highly encouraged.**

The library database resource list and the applications paper should start with a brief statement—no more than five lines—reminding the reader of the proposal. For example:

PROPOSAL: SeniorVideo would offer video games for senior citizens who wish to maintain their mental and sensory motor agility.

IMPORTANT NOTE: A “cut and paste” job that involves a large proportion of directly quoted material raises serious questions of whether the writer really knows and understands the material. Therefore, you should paraphrase—that is, put the information from a source in your own words rather than quoting directly—whenever possible. **No applications paper containing more than 15% directly quoted material is eligible for a score of 70% or higher. No paper with more than 20% quoted material will receive more than 50%. Any paper with more than 25% quotations will receive a score of 0.** Note: Turnitin ratios of “non-original” content will be higher than the actual amount of quotations since references and certain other material are likely to be counted. Thus, you should not be alarmed at the estimate presented. Please see Appendix F for additional guidelines.

Based on the sources that you identified for the Library Database Resource List assignment and/or other books and articles you have identified since, please discuss the significant issues you see from your research. You should cite at least fifteen sources. Relevant issues will vary among ventures, but some issues that may be of interest are:

- Characteristics, resources, and potentials of direct or indirect competitors for your venture;
- The extent of dissatisfaction with the current situation or offerings among members of the target market;
- The ability and willingness of the target customers to pay for the product;
- Societal and/or other environmental changes that may favor or complicate the proposed offering; and
- Issues of technological feasibility.

Your discussion should emphasize issues of managerial importance—considerations in whether and how you might introduce this product. The [managerial implications](#) should be discussed explicitly.

MANAGERIAL IMPLICATIONS

Managerial implications refer to the practical use of the information and/or observations made for making decisions--e.g., whether to go ahead with a venture, how much to invest, which distribution system to use, or how to allocate the firm's budget among items such as research and development, advertising and promotion, and market research. In other words, how is the information practically useful for a manager?

CHECKLIST:

- ✓ The paper starts with a brief reminder of the proposal description (no more than five lines).
- ✓ The research is based on legitimate books, periodicals, and other quality and objective materials. Most web sites not associated with quality periodicals are *not* acceptable.
- ✓ At least fifteen sources have been cited.
- ✓ All sources are clearly cited. A citation includes at least the author(s)' name(s), if available, the year of publication, and article title (if applicable). **A hyperlink is NOT a legitimate citation!**
- ✓ [Managerial implications](#) are highlighted.
- ✓ Reasoning for conclusions is clearly articulated.
- ✓ Any assumptions are clearly identified.
- ✓ The term "etc." (or other ambiguous terms) is *not* used.
- ✓ Direct quotations have been minimized. Whenever possible, sources have been paraphrased.

A draft of the evaluation form for this assignment is available on the course web site but is subject to revision.