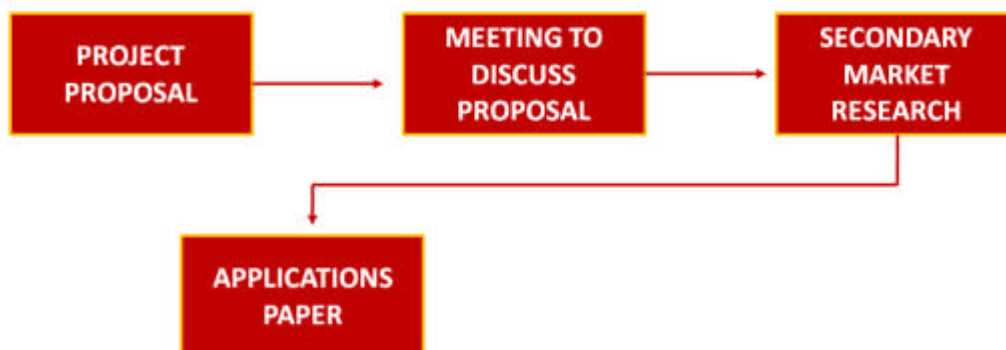


## APPLICATIONS PAPER GUIDELINES OPTION 2: CUSTOMER ANALYSIS

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 <a href="#">electronic form</a> 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 <sup>th</sup> and 6 <sup>th</sup> 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.

**For products and services aimed primarily at consumers,** this option involves a discussion (based on reading, consumer observation, and/or interviews) of issues in consumer behavior that have implications for the success of the venture—e.g.,

- Consumer information search strategy
- Level of category involvement in the decision making process;
- Typical characteristics of the shopping occasion;
- Consumer product category knowledge;
- Social influence on product choice and/or selection;
- Means-end associations with the product;
- Consumer attitudes toward the product category and/or brands involved (reminder: attitudes have three specific components);
- Family member influences and roles; and
- Situational influences relevant to the product category, target market, and distribution channel.

**For products and services aimed primarily at businesses or other organizations as end customers,** this option involves a discussion (based on reading, consumer observation, and/or interviews) of issues in organizational decision making and practices (as discussed in Chapter 6 of the text) that have implications for the success of the venture—e.g.,

- Strategic alliances
- Relationship marketing
- Demand types
- Buying practices (e.g., reciprocity)
- Types of purchases
- Buying centers
- Evaluative criteria
- Buying situations

In your discussion, you should be sure to highlight [managerial implications](#) of the consumer behavior or organizational buying issues that you raise. You may want to discuss ethical issues—e.g., consumer decision making approaches for certain low involvement products that make them vulnerable to deceptive or confusing marketing claims.

You should cite at least three secondary sources.

If you perform primary research (e.g., interviews or surveys), you should clearly state your procedure and the sample size involved.

**IMPORTANT NOTE:** Although this option is a perfectly legitimate one if motivated by

genuine interest, it is probably somewhat riskier than Option 1. Historically, a higher proportion of individuals who have chosen Option 2 have done poorly. The applications must be done *well*. This option should not be taken as a means of effectively doing Option 1 while “subverting” the source requirement. Those who choose this option because they see it as “easier” than Option 1 will probably *not* do well.

#### CHECKLIST:

- ✓ The paper starts with a brief reminder of the proposal description (no more than five lines).
- ✓ The analysis emphasizes [managerial implications](#) of your reading.
- ✓ Any assumptions are identified.
- ✓ At least three sources have been cited.
- ✓ Any primary research performed is clearly documented.
- ✓ 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.

**PLEASE BE SURE TO APPEND YOUR LIST OF SECONDARY SOURCES TO THE END OF THIS DOCUMENT.**

## 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.