

Marketing Research Participation Requirements
BUAD 307 - Fall 2022

This handout will explain how to fulfill your research participation requirement. Please keep this as a reference throughout the semester. If you have any questions about registering for and participating in studies offered by the marketing department, we are here to help. Please email us at mkt.sona@marshall.usc.edu.

- You can receive credit for the Marketing Research Participation part of your grade in one of two ways. You can
 - (1) participate as a respondent in research studies as outlined below **OR**
 - (2) write a short research paper as outlined by your instructor.

If you are not yet 18 years old you will have to choose (2). Participating in research studies are *voluntary*. You are *not* required to participate. You can choose instead to fulfill your research requirement by writing a short research paper. Please ask your instructor if you have any questions.

- **IF YOU CHOOSE (1)** you must complete all the following steps to receive full credit:
 - (1) using your USC email, register for an account at <http://marshall-mkt.sona-systems.com>.
The **deadline to register is Monday, September 12, 2022.**
 - (2) complete the prerequisite survey during registration
 - (3) complete 12 credits worth of online and in-person studies by signing up on the research website:
 - i **ONLINE studies** (10 min) – each worth 1 credit
 - ii **IN-PERSON studies** (1 hr) – each worth 6 credits

If you have received permission by USC to participate remotely during the current semester, please contact Professor Kristin Diehl (kdiehl@marshall.usc.edu) with documentation to arrange alternative accommodations.

- **IF YOU CHOOSE (2)** please contact your instructor for further details regarding the research paper.

Marketing Research Participation Requirements – Instructions for research studies

When participating in *any* research session, have your 5 or 6-digit SONA ID (also known as “participant ID”) that was assigned to you during registration. Your SONA ID can be found in your profile page.

Available times and dates will be posted for sign up on the website. Typically, we will post online research studies on a weekly basis, posted on Monday and/or Thursday. All announcements are made via email to those who are registered online (<http://marshall-mkt.sona-systems.com>).

IN-PERSON studies: Make sure you have ample time to be present for the FULL HOUR and do not have conflicts with other classes, meetings, etc. Latecomers will not be allowed to participate. You must be present and on time, so please show up at least 5 minutes before the session is to start. All IN-PERSON studies will be conducted in the Marshall Behavioral Research Lab located in Verna and Peter Dauterive Hall (VPD), Room LL102 (see red star* on map – online directions: <https://maps.usc.edu/?id=1928#!m/552631>)



ONLINE studies: Once you accept the study in the system, the system immediately directs you to the study and you need to complete that study right then in one sitting. Make sure you have 10 minutes of uninterrupted time right when you sign up to complete the study. Only choose to participate in a study if and when you can dedicate the time right then. You will not be allowed to “hoard” signups. Complete the study in a quiet setting with no distractions where you have a stable internet connection and can hear sound from your computer. Your undivided attention is critical.

There are enough studies over the course of the semester to accommodate all students. However, there may not be enough studies if you wait to participate until the final weeks of classes. You should aim to complete many of your credits early for your own peace of mind and to ensure you are able to obtain all the credits you need.

After study completion, you will get an email confirmation of any posted credits (may take up to 3 days).

You can always check the number of studies you participated in by logging into the research web site.

Marketing Research Participation Requirements – Tips & Helpful Information

You will receive an email when a new study is posted. **Only those registered in the system will receive this email notification!** However, you do not have to wait for these emails! You can always check for open research studies by logging onto the web page. Studies fill up quickly!

Don't wait until the end of the semester to sign up for studies! The end of the semester is the busiest time for everybody and you will be glad you got your research requirement out of the way early. Also, waiting to the last minute most likely will leave you scrambling to find a slot.

The computer system will automatically track your participation in different studies. You can check whether you got credit by logging on to the research web site. If you have not received credit for a study you participated in, please contact the researcher listed on the study description page or email mkt.sona@marshall.usc.edu.

Marketing Research Participation Requirements - How to register for studies on the website



Note for students currently also enrolled in Management and Organization (MOR) BUAD 304/497:

Please be sure to visit the MOR research study website that your MOR professor has given you (see your MOR course syllabus). Each course has its own unique web address for research studies. Credits do NOT transfer from one course to another for credit fulfillment. No exceptions. If you are taking both BUAD 307 and also BUAD 304/497, you will need to create an account separately on each web site.

Step 1: Go to <http://marshall-mkt.sona-systems.com>

Step 2: The first time you are on this site, please request an account by clicking on the “Request Account” button on the lower right of the home page.

The screenshot shows the website interface for the Department of Marketing Research Studies for BUAD 307 - MKT. The top left corner displays the USC Marshall School of Business logo. The main header area includes the text 'Department of Marketing Research Studies for BUAD 307 - MKT'. Below this, there is a section titled 'RESEARCH STUDIES FOR BUAD 307 - MKT' which contains a login form. The form has two input fields: 'User ID' (with a placeholder '@usc.edu') and 'Password'. A green 'Log In' button is positioned below the password field. To the right of the login form, there is a section titled '- IMPORTANT MESSAGES - PLEASE READ -'. This section contains several lines of text: 'This site is to receive course credit for Marketing Fundamentals (BUAD 307). For Organizational Behavior and Leadership (BUAD 304) and Strategic Management (BAUD 497), visit: <https://marshall-mor.sona-systems.com/> Are you having login issues? Please email us at mkt.sona@marshall.usc.edu and we will get back to you within 48 business hours. Wondering when a study will be available? Email announcements will be sent out as soon as studies are posted. At the following links, you can find more information on [Policies about course research activities](#) and [Your right to consent to research](#)'. Below this text are two buttons: a yellow 'Request Account' button and a grey 'Forgot Password?' button. The footer of the page contains the text: 'Email questions to mkt.sona@marshall.usc.edu Copyright © 1997-2022 Sona Systems Ltd. (9:18 AM)'.

Step 3: You will be directed to this screen. Your usc.edu email address will serve as the username.

Note that you can only register with your usc.edu account.

For example, use “ttrojan” as your User ID if your USC email is ttrojan@usc.edu (see red star * for example).

DO NOT use a Gmail/Yahoo email or any account other than usc.edu.

DO NOT use your numeric student ID.

Your login information will be emailed to you as soon as you request the account, so you may login immediately. You will need to check your email for specific login instructions. If you have junk mail (spam) filters configured for your email, please configure the filters to accept email from marsha11-mkt-admin@sona-systems.net, as emails from the system will often be sent from that address.

To protect your privacy, you will only be identified to researchers with a unique numeric code that the system will assign, not by your name. This form is for participants only. Pls, Researchers and instructors must contact mkt.sona@marshall.usc.edu for a new account.

At the following links, you can find more information on [Policies about course research activities](#) and [Your right to consent to research](#).

ACCOUNT INFORMATION

First Name

Last Name

User ID

User ID (re-enter for verification)

Telephone (optional)

Course

User ID fields:

[USC Student ID]@usc.edu ❌

[USC NetID]@usc.edu ✅

Enter a User ID that maps to your valid @usc.edu email address, NOT your student ID#.

It is not necessary to type in @usc.edu when entering your User ID.

Step 4: Check your usc.edu account for a confirmation email with your temporary password.

You will receive an email from the research web page with your temporary password. You should reset this password once you are logged into the web page to something else.

If you don't receive an email within an hour, this is probably because you did not use your usc.edu account and/or used a numeric ID. In that case, please re-do the registration process.

Step 5: Complete the prerequisite information on the website.

Before you can sign up for any studies you will have to complete some initial demographic information.

Once you log into the system for the first time, the screen asking you for this information will pop right up.

Step 6: Sign up and complete 12 credits worth of ONLINE and IN-PERSON studies.

Studies will be posted on a rolling, weekly basis (typically Monday and/or Thursday).

Marketing Research Participation Requirements - Frequently Asked Questions

1. I've registered but can't sign on to the website.

- It is most likely that you did not register using your USC email account (see above)? Try registering again using your USC email ID as your ID.
- If you think you forgot your password click on the "Lost your password?" link on the homepage and your password will be sent to the email account you used to log in.

2. I check the website but can't find a study.

- Have you completed the prescreening survey yet? You need to do so to be able to sign up for studies.
- Studies are typically posted once every week. You will receive an email once new studies are posted.
- Studies are made available to you as they are organized – your professor does not have any control over when studies will be available or how many there might be.

3. I never receive emails announcing new studies.

Only registered users will receive email announcements, so register as soon as possible. They will be sent to your @usc.edu account, so please check there.

4. What are these studies about?

Studies may cover a wide range of topics related to advertising, service experiences, brand perceptions, and many more. These studies do not require any specific knowledge about marketing. The researchers are only interested in your honest responses as a consumer! The marketing faculty at USC is one of the most research active department in the world and your participation in these research studies greatly helps promote the reputation of the Marshall School as a major contributor to marketing knowledge.

5. Where are the IN-PERSON studies located?

The location of the in-person study will be on campus. The specific building and room will be noted in the study sign-up page.

6. I am under 18. Why can't I participate in studies?

If you are under 18, we would need to have your parents' consent for each specific study in which you participated. It is difficult and inconvenient for you to have your parents consent to your participation for each study. Please check with your instructor about completing the research requirement in another way.

7. What do I do when I have technical problems with this system?

On the front page of the web site is a link that allows you to send an email with your question. This e-mail will be sent to a Marshall staff member who will respond to help you as soon as possible. Please do NOT e-mail the first time you have trouble. Spend some time to try to solve your problem by going through this handout.