**Checklist Marketing Research**

**Subject:** English **Student:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Program:** “Marketing en Communicatie” **Group:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Lesson:** Marketing Research **Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **ASSIGNMENTS** | **DETAILS** | **CHECKS & FEEDBACK** |
| **Assignment 2** | **(C)** Brainstorm: if you want to measure customer satisfaction and loyalty, what questions would ask your customers? **(D)** Pick a product: write ten questions that measure customer satisfaction and loyalty. |  |
| **Assignment 3** | **(A)** Do you know why, in marketing, knowledge is power?  **(B)** Look at the following passages again and explain what is so significant about them, i.e. what marketing research phenomena are explained here: 1. "she also told them information [...] favorite alcohol and food." 2. "Well, in what should come [...] brands market things to you," |  |
| **Assignment 4** | **(A)** Pick a product that (almost) everyone owns/uses. **(B)** Write down five questions that measure, among other things, how often people use this product; replace it; et cetera. **(C)** Conduct a marketing survey in your class. Use the questions you have just written. **(D)** Collect the data in a graph, such as this [*pie chart*](http://communicationstudies.com/wp-content/uploads/2011/04/teen-cell-phone-use.png). |  |
| **Assignment 5** | **(A)** Pick a product that (almost) everyone owns/uses - a different one than the one you used in Assignment 4! **(B)** Write down ten questions that measure, among other things, why people bought this product; why people use this product; why they have not bought a product from a rival company; whether they are happy with the product; et cetera. **(C)** Conduct two interviews with different classmates. Use the questions you have just written. **(D)** Write the interviews down in a Q&A style. |  |