Name Date
Marketing Essentials Chapter 29 Conducting Marketing Research
eMarketing Worksheet Activity: Web Panels—Online Focus Groups
Directions Work alone or in small groups to complete this two-part worksheet on online focus groups.
A. Design a Marketing Research Study Review the steps involved in the marketing research process found in Chapter 29 in order to design an online focus group for a topic of your choice. Your research should be based on a specific research question and objectives. Your script and open-ended questions need to be correlated with the objectives in order to produce the information needed to answer the research question. For example, you may want to consider: "How can the school lunch program be improved?" Or "How can school spirit be improved?" Objectives for the each of those studies may be to determine: current satisfaction, areas that need to be addressed, ideas for improving the current programs, and how students can be instrumental in implementing those ideas.

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B. Conduct and Report on Your Online Focus Group If you have access to a chat room, conduct the online focus group with your targeted audience. If you do not have access to a chat room, conduct the focus group with classmates in person. To simulate an online chat, have participants write their answers to your questions so you have the data you need to complete this project. Prepare an oral and written report that includes your research methodology, research question, objectives, script and questions, findings, conclusions, and recommendations. You will be evaluated on the basis of your written and oral presentation.		