Marketing Research 12<u>th</u> Edition

(Aaker, Kumar, Leone, and Day)

Mini Project 1

The mini project is a group activity designed for students wherein they are required to see video clips from websites (for e.g., www.pbs.org and www.leaduser.com). The topics of the clips include Narrowcasting, Narrowing boundaries between content and advertising, Science of selling and Lead-users and innovation. The students are then asked to present the topic in class and be prepared to answer questions related to the topics discussed. Grading for the presentation is based on the students' ability to clearly define the concept assigned, explanation of the concept using relevant examples and incorporation of their relation to contemporary marketing research issues. Students are also encouraged to refer other relevant sources in designing the content of the presentation. This project is aimed at giving students a real world look at both qualitative marketing research and data analytics issues.

- *Narrowcasting –*
  http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/
  Click on: 6. The "Narrowcasting" Future

- *Blurring the boundaries between content and advertising -*
  http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/
  Click on: 3. "The Times They Are A-Changin"

- *Reptilian hot buttons-*
  http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/
  Click on: 4. "The Science of Selling"

- *Lead-users and breakthrough innovation-*
  http://www.leaduser.com/training_materials.html
  Access and download the 11 minute video