

Date: March 24, 2003
Class: Market Research
Due Date: See Below

Instructor: Jeffrey Pinegar
Phone: 717.358.4460
E-mail: Jeff.Pinegar@FandM.edu

Subject: Survey Development

First draft (55% don't blow this off)

- Due Friday April 4 Noon
- Returned Monday during class

The focus (grading) of the first draft is:

1. Question content
2. Question wording
3. Response scales
4. Question order (sequential and branching as required)
5. Layout and presentation
6. Try to include coding as well. (I will comment on this but not factor it into your grade)

Second Draft (35%)

- Due Tuesday, April 8 Noon
- Return Tuesday, April 8 3:00PM

The focus of the second draft is:

1. Correction and additions based on feedback from first draft
2. Coding

Final Paper -- Wednesday April 9 Class (10%)

This is the final clean-up. This paper is expected to be perfect in all ways and ready for me to put on the web. Perfect = 100%, small error = 50% anything else = 0%

Logistics

All three of these assignments are to be submitted electronically. They must be Microsoft Word for Mac compatible and emailed as an attachment.