

Task

Nick Thomas has been made CEO of Global Foods, an FMCG company producing & selling packaged food products all over the world. The leading brand of Global Foods is Taste which is a biscuits & snacks brand. Taste's products have been slowly losing market share to other competitors.

First, Nick wants some consumer feedback on the status of the Taste brand. Following the discussion that you had with the marketing team, you have identified that brand awareness, brand image, product positioning and product taste and communication as potential explanations for the low performance. To deal with this issue and determine how consumers feel about the Taste brand, Nick hires you to suggest a relevant marketing research

As a marketing research consultant, you need to write a complete marketing research proposal including the following:

- a. definition of the research problem
- b. type of study suggested
- c. summary of the data collection instrument (questionnaire/discussion guide)

(Approximately 2000-2500 words)

- individual task
- what question students are required to answer / task they are required to perform
- contextual information
- expected table of contents
- in what format they should submit their task (if you expect a document or a presentation – either way the student uploads in pdf)

Formalities:

- Wordcount:2000-2500 words
- Cover, Table of Contents, References and Appendix are excluded of the total wordcount.
- Font: Arial 12,5 pts.
- Text alignment: Justified.
- The in-text References and the Bibliography have to be in Harvard's citation style.
- Individual task
- Document (uploaded in pdf format)

Submission: Week 4 – Via Moodle (Turnitin). 23rd August at 23:59

Weight: This task is a 40% of your total grade for this subject.

It assesses the following learning outcomes:

- Outcome 1: evaluate the extent to which strategic marketing decisions or business needs of a company have an impact on the design of marketing research and the formulation of consumer behavior questionnaires;
- Outcome 2: apply the appropriate research design methods to obtain insights into the marketing research problems or opportunities

Rubrics

	Exceptional 90-100	Good 80-89	Fair 70-79	Marginal fail 60-69
Knowledge & Understanding (20%)	Student demonstrates excellent understanding of the relevant theoretical framework in an entirely appropriate manner.	Student demonstrates good understanding of the relevant theoretical framework	Student understands the task and provides minimum understanding of the relevant theoretical framework	Student understands the task and attempts to answer the question but there is no evidence of understanding of the relevant theoretical framework
Application (30%)	Student applies fully relevant knowledge and methods from the topics delivered in class.	Student applies mostly relevant knowledge and methods from the topics delivered in class.	Student applies some relevant knowledge and methods from the topics delivered in class with some minor mistakes	Student applies little relevant knowledge and methods from the topics delivered in class. There are mistakes and/or misunderstandings.
Critical Thinking (30%)	Student critically assesses in excellent ways, analyzing and synthesizing information providing support by relevant references	Student critically assesses in good ways, analyzing and synthesizing information providing support by relevant references in most cases	Student provides some insights, but analysis and synthesis of information is incomplete and support by relevant references is limited	Student makes little or none critical thinking insights but analysis and synthesis of information is limited with no support by relevant references is limited
Communication (20%)	Student communicates their ideas extremely clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas with some clarity and concision. It may be slightly over or under the wordcount limit. Some misspelling errors may be evident.	Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed wordcount excessively and misspelling errors are evident.