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| Logo  Description automatically generated |  | market research  Marketing Activity #1 |

# market research

To successfully grasp the fundamentals of marketing, students must understand that the marketing mix is not necessarily determined by what they think is appropriate, but rather by information indicative of what the consumer wants or needs. *To determine what those wants and needs are, students must engage in some form of market research.*Marketing research is the process of systematically collecting, recording, analyzing and presenting date related to your marketing efforts. This process gathers information pertaining to consumers, competition, company, and culture/climate.In this activity, the marketing team will determine the best means for gathering market research for your program along with identifying what type of information to collect. Examples could include:

* *What type of event students would be most likely to participate?*
* *New concessions items fans would like to see on event-day menus*
* *Trendy merchandise items your program will make available to fans*
* *Music selection fans want to hear on event days (playlist requests vs. live music vs. school band etc.)*
* *Feedback on potential secondary or alternative logo*

**Step 1: In the space below, create a list of all types of data or information to be collected in the research process. You should also include how that data will be used as you develop marketing strategies.**

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**Step 2: Determine your data collection technique and where you will collect the data from.**

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**3) In the space below, summarize the results of the data discovered through market research. You will likely need additional pages. Then, describe how that information will benefit your program and share the information with other teams (merchandise, concessions & parking, ticketing, sponsorship, and event ops) to help them make better decisions as they build their marketing strategies.**

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