Approaching MKTG 310: Marketing Research

Resources:

- Professor's Office Hours
- Academic Coaching the Campus Learning Center in Hibbs Hall
- Study Buddy/Group
- The Text Book
- LinkedIn Learning

VCU School of Business
BE PREPARED

- Review syllabus & all professor emails to clearly understand expectations, requirements, & due dates.

- Complete all readings BEFORE each class to be fully prepared for the lecture.

- Refresh your statistics!
  - Old notes/texts (SCMA 301 or STAT 210 or STAT 212)
  - LinkedIn Learning

- Create a statistics 'cheat sheet' or statistical decision tree to help you study. Ask your professor if you need help creating/getting one.
Prepare for Group Work

Group work is a component of this class.

- Arrive on time for meetings
- Respond to communication in a timely manner
- Be prepared for meetings- share ideas, bring completed tasks
- Complete assigned work for the group on time
STRATEGIES

- Attend all classes.

- Study more than just the PowerPoints for the test.

- Complete weekly homework activities to practice quantitative concepts.

- For the project, set aside more time than you think you will need. You will need that extra time.

- Email your professor if you have any doubts or questions.
• Reports & papers: should be a business report or white paper
  • Think of yourself as a business professional when writing this.
  • Spend time polishing both content & visual presentation
  • Could eventually be used to show employers so treat is as such as you work on it
• Employ active study techniques:
  ○ See your advisor for techniques
  ○ See Academic Coaching in the CLC

• Review exams with instructor to review areas in need of additional attention.