

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 it 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.