

LEBANESE UNIVERSITY

Faculty of Information – Branch II Data Science Program

Marketing Research

1st Semester 2023-2024

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Detailed Project Plan

Date: 27/11/2023

Taking different courses in your program had prepared you to understand and apply different approaches and aspects in different fields of study. Moreover, you are currently being coached to understand and apply marketing research approaches on how to conduct your own marketing research from the lectures in this course.

The purpose of this project is to enhance your abilities and research skills, and to unfold the hidden factors affecting the process of conducting a real and actual marketing research in the Lebanese market.

The following is a proposed detailed outline for your project. You can add or delete steps as needed to finish your projects on time and to make sure that it is going to be a complete work:

- i. Cover Page.
- ii. Table of contents
1. **Introduction.** In this section, you will introduce your project and you define your marketing research problem. Also, you have to discuss several sections such as:
 - 1.1 The Need for the research
 - 1.2 The Purpose of the research
 - 1.3 Research Questions
 - 1.4 Research Hypotheses
 - 1.5 Limitations
2. **Procedures and Methodology:** In this section, you have to elaborate on the following:
 - 2.1 Population Selection
 - 2.2 Sample Selection
 - 2.3 Research designs
 - 2.4 Instrumentation
 - 2.5 Field Work
 - 2.6 Data Collection
3. **Findings of the research:** As we reach this section, I will provide you with guidelines.
4. **Conclusions and recommendations:** at the end, you have to come up with your own conclusions and recommendations.
 - 4.1 Concerning the recommendations section, what are the actions that you are going to recommend for your decision makers to be executed by your institution or organization? Do you recommend that further researches should be done in the future? How and why?

5. **References:** in this section, you will list the different references, articles, journals, interviews, and any document that you have used in the project. In case you have Internet websites, site them accordingly giving the correct web address.
6. **Appendix:** this is a section that you can use to include any extra document that you have used and it is not directly related to the project.

Now, you have to select your group members (a maximum of FOUR candidates per group). Once you select your group members, you have to select a topic and start working.

I will always be available for any assistance and guidance throughout your work. All what you have to do is simply ask. Good luck for all of you.