

Week Ten: Research Paper – List of potential research topics

To complete the Article Research Paper due in Week 10, please select a topic from the list provided below or from the chapter readings.

- Marketing an Exchange Relationship
- Importance of Marketing
- The “Marketing Framework”: 5Cs, STP, and the 4Ps
- The role of sensation and perception; learning, memory, and emotions; motivation; and attitudes and decision making in the purchase process.
- The Marketing Science of Customer Behavior
- Market Segmentation
- Information as Bases for Segmentation?
- Targeting
- Sizing Markets
- Concept of positioning and its importance.
- Factors affecting product line breadth and depth.
- Brand associations.
- Branding strategies.
- Brand equity.
- New product development.
- Product life cycle.
- Diffusion of innovation and its implications.
- The relationship between new products and marketing strategy.
- Trends in the global marketplace and their potential impact.
- The impact of supply, demand, and elasticity on pricing.
- The psychological aspects of pricing.
- Price discrimination.
- The concept of non-linear pricing.
- “Channels of distribution” and “supply chain logistics.”
- The impact of channel power on channel behavior.
- Designing Advertising Messages to Meet Marketing and Corporate Goals
- Non-advertising components of integrated marketing communication.
- Integrated Marketing Communications across Media
- Social media.
- Social networks
- Return on investment, key performance indicators, and Web analytics associated with social media.
- Perceptions of quality and customer satisfaction.
- Customer loyalty and customer relationship management.
- Research in marketing decision making.
- Marketing research techniques and their importance.
- Surveys for Assessing Customer Satisfaction
- What marketers can do to increase profitability?
- Significance of SWOT analysis.

- Significance of marketing metrics in strategy.
- Marketing Strategy
- Key Marketing Metrics to Facilitate Marketing Strategy
- Marketing framework in developing a marketing plan.

Research Paper: This is a graduate course and students will be expected to research and write papers summarizing in their own words what they have found on current topics from the weekly readings. Research is a theoretical review of relevant literature and application of findings in the literature to a topic related to a specific industry, field, or business problem.

The **research must be conducted using peer-reviewed trade or academic journals**. While Blogs, Wikipedia, encyclopedias, course textbooks, popular magazines, newspaper articles, online websites, etc. are helpful for providing background information, these resources are **NOT** suitable resources for this research assignment.

Please Note: The UC Library staff are very helpful with assisting students in using the UC Online Library journal database. Please contact them if you have issues. In addition, the instructor has provided additional resources, including a research tutorial, in the “Course Resources” folder in the “Content” area of the course.

Assignment Requirements:

- i. Choose a research topic from the chapter readings or from the list provided by your professor.
- ii. Research/find a minimum at least four (4), preferably five (5) or more, different peer-reviewed articles on your topic from the University of the Cumberland's Library online business database. The article(s) must be relevant and from a peer-reviewed source. While you may use relevant articles from any time frame, current/published within the last five (5) years are preferred. Using literature that is irrelevant or unrelated to the chosen topic will result in a point reduction.
- iii. Write a four (4) to five (5) page double spaced paper in APA format discussing the findings on your specific topic in your own words. **Note** - paper length does not include cover page, abstract, or references page(s).
- iv. Structure your paper as follows:
 - a. **Cover page**
 - b. **Overview** describing the importance of the research topic to current business and professional practice in your own words.
 - c. **Purpose of Research** should reflect the potential benefit of the topic to the current business and professional practice and the larger body of research.
 - d. **Review of the Literature** summarized in your own words. Note that this should not be a “copy and paste” of literature content, nor should this section be

substantially filled with direct quotes from the article. A literature review is a summary of the major points and findings of each of the selected articles (with appropriate citations). Direct quotations should be used sparingly. Normally, this will be the largest section of your paper (this is not a requirement; just a general observation).

- e. **Practical Application** of the literature. Describe how your findings from the relevant research literature can shape, inform, and improve current business and professional practice related to your chosen topic.
- f. **Conclusion** in your own words
- g. **References** formatted according to APA style requirements

Grading Criteria:

- Content Knowledge & Structure (15 points): All of the requested components are completed as assigned; content is on topic and related to marketing management, critical thinking is clearly demonstrated (few, if any, direct quotations from the source in the paper); scholarly research is demonstrated; topics and concepts gained from the assigned reading and/or from research is evident.
- Critical Thinking (8 points): Demonstrates substantial critical thinking about topics and solid interpretation of materials and reflection.
- Clarity & Effective Communication (8 points): Communication is clear, concise, and well presented; scholarly writing is demonstrated; grammar, sentence structure, writing in third person, and word choice is used correctly.
- Integration of Knowledge & Articles (8 points): Articles used are current and relevant (preferably published within last five (5) years and MUST be from peer-reviewed journal article publications. At least four (4) peer-reviewed journal articles are examined and analyzed in the paper.
- Presentation & Writing Mechanics (16 points): Cover page, headings, in-text citations, page citations (page number citations required for specific information such as dates, years, list of items from article, names, numbers, statistics, and other specific information), and references are properly formatted.

Please Note: Plagiarism will not be tolerated. The paper must be written in your own words.