A general understanding of how marketing research works is an essential component of any high-quality introduction to the field of marketing. For this reason, the Marketing Department implements its MKTG 300 research requirement by making it a graded component of the class. **All students enrolled in MKTG 300, Principles of Marketing, have a three (3) hour marketing research requirement as part of completing the course.** This requirement may be fulfilled by:

- Completing 3 hours of credited time in OCB Marketing Labs. This consists of participating in marketing research studies conducted by OCB faculty to advance marketing knowledge.

- Reading and summarizing 3 marketing research articles. Each summary must be at least 850 of your own words in length (roughly 3 double-spaced pages). Text from your cover page or taken directly from an article (including the title and authors' names) does not count towards the 850 word requirement. To receive credit, your summary must show an understanding of the entire article. Articles to be summarized must be chosen from the approved list that can be accessed by following this link: [http://clicnet.clic.edu/search~S26/?rr10136459](http://clicnet.clic.edu/search~S26/?rr10136459).

- Any combination of the above; for example, 2 hours in OCB Marketing Labs and 1 article.

A separate sheet with more detailed instructions will be posted on Blackboard and distributed during the first weeks of class. Marketing Lab announcements will appear on the OCB Marketing Labs website (http://ust-marketing.sona-systems.com/). The website will become active immediately after the add-period ends with login information sent to each student by **Thursday, September 18, 2014.** After receiving this information, students must login to the SONA site and complete the preliminary questionnaire by 5 p.m. on **Friday, September 26, 2014.** The preliminary questionnaire contains questions that all of our researchers potentially have interest in – for example, age, gender, general personality characteristics – and DOES NOT count as one of the labs' marketing research studies.

The Labs' marketing research sessions will begin during the week of September 29th and close a week before the semester ends, **Friday, December 5, 2014.** All article summaries will be due by 5 p.m. the last day of classes, **Friday, December 12, 2014.** No late submissions will be accepted.

Failure to complete the full 3 hour research requirement will automatically result in your MKTG 300 grade (as determined by your instructor) being lowered the equivalent of one-third letter grade (e.g., from an “A” to an “A-” or from a “B-” to a “C+” etc). No partial credit will be granted.