

Dual Enrollment Advanced Marketing Seminar

Q1 Assignment: Research Project Phase I

Due September 2019

STEP 1: Visit <https://www.deca.org/high-school-programs/high-school-competitive-events/>
And <https://www.decadirect.org/2019/05/09/competitive-events-updates-and-draft-topics-for-2019-2020/>

STEP 2: Choose a project from one of the following categories:

- Business Operations Research Events (review 2019-2020 topic)
- Project Management Events (must be pre-approved by DECA advisor – these are formally Chapter Events)
- Entrepreneurship Events (EIB, IBP, EBG, EFB only)

STEP 3: Choose your team wisely (total of 3 team members).

STEP 4: Based on your project category, provide the following criteria:

BUSINESS OPERATIONS RESEARCH

- Written Event Title
- Project Partner(s)
- Description of business or organization
- Description of primary research methods (type and channels)
- Proposed activities and suggested timeline
- Letter from business agreeing to work with your team

The 2019-2020 topic: development of a strategy to improve a company's reputation and online brand presence. Participants will collaborate with a local business or organization to analyze current perceptions of the company or organization as well as its online brand presence. Participants will then present a strategic plan to enhance the company's reputation and online brand presence.

PROJECT MANAGEMENT EVENT (PRE-APPROVED)

- Written Event Title
- Project Partner(s)
- Statement of Problem
- Problem Scope (purpose, rationale, and expected benefits)
- Project goals
- Outline and schedule of activities
- Plan for chapter member engagement

ENTREPRENEURSHIP

- Written Event Title
- Project Partner(s)
- Problems clearly defined
- Description of market
- Description of primary research methods (type and channels)
- Letter from a financial consultant agreeing to provide mentorship and support for budget