

SETON HALL UNIVERSITY MARKET RESEARCH CENTER

Project Overview

IS A PROJECT RIGHT FOR YOU?

Our goal is to conduct market research projects that serve both the business and University communities and to create a “win-win” for clients and students. Under the direction of **experienced professors and market research mentors, undergraduate and graduate students partner with clients to address a specific business challenge.**

“Win-win” means clients uncover key insights and actionable recommendations for their business, while helping to educate the next generation of business leaders. Students gain real-world experience.

HOW'S IT WORK?

- **Phase I Planning:** Align on key business issue, objectives, target respondents
- **Phase II Qualitative:** Understand the “why’s” (focus groups, one-on-ones, phone interviews)
- **Phase III Quantitative:** Validate findings with a broader audience (web-based surveys)

Students work closely with you and your colleagues to understand your key business issue. In addition to the actual market research, you’ll participate in a series of scheduled meetings/work sessions with your dedicated student team (4-5 students) in the classroom and at your business. You’ll be actively involved – reviewing background issues, discussing research findings and brainstorming next steps.

Projects conclude with **comprehensive presentations to review insights and discuss actionable recommendations to improve your business.**

WHAT ELSE?

Timing: Each semester we work with approximately 8-10 businesses. **Apply via our website in advance, as project slots fill quickly.** Projects typically run from Sept. - Dec. or Jan. - Apr.

Fees: Most projects cost \$2,500-\$3,500. Final prices depend upon scope and respondent incentives. Commercial value of similar projects is estimated at \$30,000.

MoreInfo: To learn more about a possible market research project for your business, visit us at www.shu.edu/market-research or call (973) 761-9704.

Some past business partners include:

