MKT 450 Term Project  
Winter, 2012

Project Overview

Term Project Requirements

(1) The objective of this assignment is to
provide you an opportunity to apply some of what you have learned to a "real world" problem or situation
provide me an opportunity to evaluate your application of concepts to practice, and your ability to articulate ideas in a clear and well-reasoned manner.
impress upon you the collaborative and team oriented nature of marketing research.

(2) Your assignment is to develop a research proposal for the class client, the Cleveland Indians. Your proposal should be:
typed (double-spaced with an eleven- or twelve-point font and one inch margins all the way around the page). Headings and subheadings make a paper easier to read. Their use is strongly encouraged.
limited to a main text of no less than fifteen pages. Appendices, references and, of course, the title page are not included in this space limitation.
well-written, with proper grammar and usage.
reflective of a level of effort and quality reasonably expected of upper-division students attending a reputable university, such as the University of Dayton.

Additional Comments

Several class periods will be provided for your teams to meet and work on the project although meetings outside of class will almost certainly be necessary. Assignments for your groups will be made to direct some but not all of your efforts.

In addition to my evaluation of your overall project, each of you will evaluate the other members of your team. These evaluations will be factored into your grade, so all team members must make a contribution. Grades are assigned to individuals, not the team. Therefore, you cannot expect to piggyback on the efforts of others and receive the same rewards.

I expect you use your imaginations in the preparation of this report. If you have ideas on how to enhance your project, please share them with me. If you need additional information or assistance, please see me. The time to ask questions is before problems arise.

The primary criterion I use to evaluate papers is the amount and quality of thinking they reflect. For every statement you make in your project, imagine you hear me asking, "Why?" Then, answer the question. I want to know why your team elects to do the things it does.
**Winter, 2012 Class Client: The Cleveland Indians**

**Background:** In order to increase the value of attending Indians home games, the Indians tested a pre-game street festival concept, “Rally Alley”, over 4 games in 2011. The event should be designed to enhance the home game experience for Cleveland Indians fans, aid in driving new ticket sales, and opportunistically boost in-park spending. The Cleveland Indians tested the “Rally Alley” fan festival concept at 4 home games during the 2011 season. Attendance and interest for the limited offerings was sufficient to continue testing the concept in the 2012 season. The testing includes increasing the number of Rally Alley events, careful tracking of fan attendance, and research on fan response.

**Project Objectives:** These objectives are similar to those from the Fall, 2011 project on Rally Alley done by University of Dayton graduate students.

- Attract incremental attendance to weekend games
- Provide enhanced value to new and current fans
- Encourage repeat purchases and fan loyalty
- Opportunistically drive food, beverage and merchandising sales

**Proposed Research:** You are to prepare a research proposal and fan questionnaire assessing response to Rally Alley events held during the 2012 season. The research project will address the following broad strategy issues pertaining to Rally Alley:

1. **Market Identification and Segmentation**
   - Fan motivation for game and event attendance. While the Indians likely have extensive information about various motives for game attendance, understanding the motives of Rally Alley event attendees will provide insights into how to design the event offerings.
   - Fan demographics and attendance behaviors. Obviously, demographic information about Rally Alley attendees should be collected. However, that information should be supplemented by information on behaviors at the event including time spent in the Rally Alley area, specific attractions visited, and expenditures made while there.

2. **Fan Satisfaction, Preferences, and Recommendations**
   - Fans should be questioned about the degree of satisfaction they feel toward Rally Alley as well as individual elements of the overall experience.
   - The survey should obtain fan preferences regarding the mix of attractions offered at Rally Alley events such that fans be given an opportunity to express preferences about the availability of particular attractions versus others.

3. **Fan intentions of future behaviors.** At least one measure of fan likelihood to attend future Rally Alley events should be included.
Project Outline

To follow is a detailed outline of the issues you should cover in your term project. You may decide to include issues not covered in the outline below. However, before you omit issues from the outline, check with me. The outline provides a useful and efficient means of organizing and reporting your efforts, although you may wish to rearrange the outline to suit your purposes and sense of logic or creativity.

I. Situation Analysis

A. The Cleveland Indians

1. Describe the Indian’s background. In so doing, consider the questions below.
   a. From a marketing perspective, what is the Indian’s mission? (You should draw upon the presentation to MBA students given by Mr. King and other background data as provided.)
   b. What do the Indians do to achieve that mission?

2. Describe the team’s market offerings. The best way to examine an organization's market offering(s) is to view the offer in terms of its marketing mix.
   a. What are the Indian’s products? Obviously, the array of individual products available to Indian fans from seating to food and beverage is too broad to cover in detail. For the sake of brevity, think in more general terms. What benefits do they provide to their customers? Think primarily in terms of the home game and Rally Alley experiences.
   b. How are these products priced? As with products, the array of pricing is too broad for detailed discussion. Describe pricing in general terms.
   c. How are they distributed and promoted? The home game and Rally Alley distribution strategies are relatively limited and require fan presence. Distribution may therefore be thought of as pertaining to the distribution of information, which intersects with promotion. Because of that, you can combine these parts of the marketing mix.

B. Competitor and analysis. From a marketing perspective, who do and should the Indians consider its competition? What benefits do each of the competitors have in common with the Indians? What benefits do the Indians offer are unique and not offered by the competition.

C. Economic and Industry Analysis. Describe the professional sports and major league baseball industry. Include trends that may affect attendance and spending at home games and Rally Alley events.
II. Research Question Formulation
   A. Write the General Questions. They are based on the research issues presented earlier. They need only be rephrased on question form.
   B. Write the Implied Questions. You need not include discussion of each implied question or set of implied questions, though you may if you desire. You should comment on individual implied questions if you feel you need to explain to me why you asked that particular question.

III. Hypothesis Development, Item Development and Data Analysis Plan
This section will probably represent the bulk of your work but will require the least amount of writing because it is presented in table form. Each implied research question and each questionnaire item will correspond to at least one conceptual hypotheses and at least one proposed statistical test. To complete this section, you will need to prepare a table with the headings as shown below. One set of entries for the table is also given as an example of how the table works.

<table>
<thead>
<tr>
<th>Conceptual Hypotheses</th>
<th>Implied Research Questions</th>
<th>Questionnaire Items. (Include the questionnaire item number from the finished questionnaire.)</th>
<th>Data Type</th>
<th>Data Analysis Procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>The more important social reasons to game attendance, the better the opinions of Rally Alley</td>
<td>How important are social reasons to game attendance?</td>
<td>22. Please indicate how important social reasons are to your decision to attend Cleveland Indians home games. Not at All Important (1) to Very Important (5)</td>
<td>ordinal</td>
<td>correlation</td>
</tr>
<tr>
<td></td>
<td>How much did the respondent enjoy Rally Alley?</td>
<td>31. Overall, how much did you enjoy your visit to Rally Alley? Not at All (1) to Very Much (5)</td>
<td>ordinal</td>
<td></td>
</tr>
</tbody>
</table>

Comments:

The table starts with a conceptual hypothesis that you use to join and justify two implied research questions. Then, you include the questionnaire items you develop to gather the data to answer each implied question. Next, you identify the data type each item produces and finally propose the statistical procedure that will test the hypothesis. Note that the questionnaire item column also requires the actual item number from the completed questionnaire (see next section).

Conceptual hypotheses tests often require a little explanation. For example, you may propose testing two measures of one variable or you may suggest a regression or ANOVA model. If so, you may use the “Comments” space to provide additional details about the proposed test.

Your final report should propose about thirty conceptual hypothesis tests.
IV. Finished Questionnaire Presentation

The project must also include a complete presentation of the questionnaire in its finished form, ready to be mailed to the study participants. This complete questionnaire will contain a title, all instructions necessary for a participant to understand what’s expected of him or her, and the questionnaire items, numbered, and in the order you believe most effective for maintaining good response.

I do not expect you to complete the questionnaire as if a professional graphic artist did the layout. I do expect the questionnaire to be complete in every other way.