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Marketing research: Assisting decisions of the MU Career Center

This project takes a look at marketing research conducted for the MU Career Center located in Lowry Mall. Prior to the winter semester of 2004, little was known about the effectiveness of various advertising mediums utilized by the Marketing Team. This project assesses quantitative as well as qualitative primary research obtained from the student population. Using surveys and focus groups to gather this information and using data coding software, such as SPSS, a guide is created for assisting the full-time managers of the MU Career Center in decision making. Questions to address in the focus group meetings, consisting of six to fourteen individuals, are tailored for two homogenous groups: Students who have been to the MU Career Center and students who have never been to the MU Career Center. Along with the 5-6 questions asked of a sample student group, sample advertisements will be shown to the group for first impressions and opinions. Current issues being addressed in surveys are, "Is the MU Career Center offering the right portfolio of services?" and "How aware are students of the MU Career Center and the services it offers?" The importance and value of this information is evident by mistakes that have been made in the past by other businesses that have cost them their solvency.