

Research Section Draft

Step 2: Research Section Draft (75 points)

Due Date: To be determined by the group

Upon completion of Step 1, groups may move to Step 2 and begin developing a draft of the research section. Research is the essential foundation upon which successful strategic communications plans are built. The research draft the group develops for completion of this phase of the project will serve as the basis for the research section in the final document.

Your professor is not going to tell you how to complete your research. You should already know how to do this by this stage of your academic careers. Instead, you are being given broad guidelines to follow:

- This draft should begin with a separate and distinct section label "Situation Analysis." In this section, should briefly describe the client, the challenges facing the client, the environment in which the client operates, and why it is necessary to take action at this time. While there is no page restriction, for the purpose of providing guidance, this section should run 1-3 pages.
- The draft should contain a separate and distinct section labeled "Research." This section will have three separate and distinct subsections:
 - Secondary research
 - Primary research
 - Summary of key findings ("What we think it all means.")

The processes used and the pertinent data obtained should be clearly articulated in this section.

- This draft should include a separate and distinct section outlining the sources of information used to develop this document. (Please note: Groups will eventually expand this section to include additional research compiled and pricing information gathered to complete the final plans book.)

The grade received on this assignment will be determined using the following weights:

Situation analysis	10 points
Primary research	20 points
Secondary research	20 points
Summary of key findings	10 points
Sources of information	5 points
Spelling/grammar/clarity of thought	10 points

Submission guidelines: The research section, whether submitted in total or in sections, should be digitally submitted in a WORD document to dguth@ku.edu at or before the assigned deadline.

Note: Each member of the group is required to digitally submit a confidential evaluation at or before the assigned deadline. They should be e-mailed in a WORD or PDF format to Professor Guth at dguth@ku.edu. The failure of an individual to submit or properly complete the evaluation will result in a penalty assessed against that individual. The evaluation form is located in the *Documents/Formats* folder of the course Blackboard site packet.