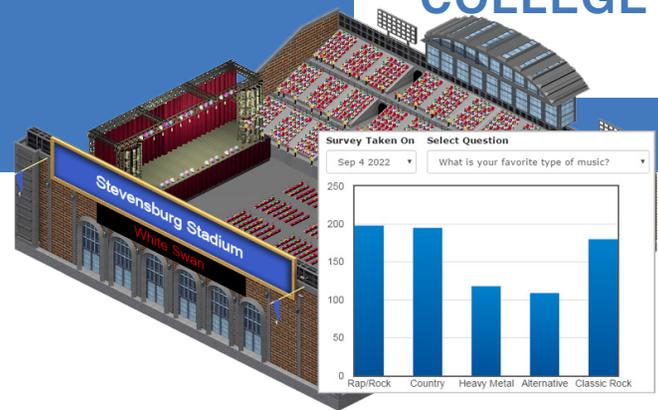# Market Research

VB

COLLEGE

The Situation

Stevensburg University periodically makes its stadium available for concerts. The university wants to generate revenue but also provide entertainment for the community. The university administration doesn't know what types of bands to invite.

Your Role

As part of your marketing education, your professor has asked you to research the potential customers in the community and recommend bands to invite. The bands play different types of music and appeal to different demographics. Understanding your community's demographics and music tastes will be critical to your success.

Learning Phase

In this phase, you will book bands for a 'practice' university. Step-by-step instructions will guide you through conducting primary market research to understand the customer base in your area. Primary research will include surveys. You'll then use secondary research to learn about the appeal of different bands. You'll be given access to a service for booking bands; the interface is patterned after Pollstar, the most popular band booking service. You will then book a band and analyze the attendance results.

Challenge Phase

Stevensburg University has set an attendance goal for the next three concerts, and your challenge is to meet it. You should use your market research tools to learn the demographics of the community around Stevensburg. You should then review all the available secondary research on available bands. By combining your information on consumers and bands, you should be able to book the right bands and succeed.

At the option of your Professor, you may be able to retry the Challenge Phase multiple times. Only your best grade will count.

Market Research in the Simulation

The simulation contains detailed models of thousands of potential concert goers. Through the market research methods available in the simulation, you can gain an understanding of this population. Each potential concert goer is either male or female, is a certain age, lives a specific distance from the venue and prefers certain genres. The simulation also contains models of many bands, some more popular than others. Each band has appeal that varies by gender and age. Bands also have varying 'cross-over' appeal to multiple music genres.

Discussion Questions

What is cross-tabulation and how did you use it in the simulation?

The data on bands was presented as a report using pie charts. How else might this data be represented? What kinds of a system could be designed for searching for bands?

In this case simulation, the number of customers to survey was fixed. If surveys were very expensive, how might you determine a minimum number to survey to get accurate results?

Your goal was attendance, so band fees didn't matter. If your goal was profit and the band fees varied, describe how you might alter your selection process.

Knowledge Matters