

## Marketing Research Participation for BUAD 307

Note that this handout amends your syllabus regarding the  
Market Research Participation

Questions about registering and participating: [mkt.sona@marshall.usc.edu](mailto:mkt.sona@marshall.usc.edu)

- ❑ You can get credit for the Market Research part of your grade in two ways. You can (1) participate as a respondent in two research sessions sponsored by Marketing Department faculty or (2) you can write a short research paper.
- ❑ **IF YOU CHOOSE (1)** you will have to register online at <http://marshall-mkt.sona-systems.com>. Detailed instructions on how to sign up and participate are provided as part of this handout.
- ❑ Each market research session will last 60 minutes.
- ❑ When you register, make sure you have time to be present for a FULL HOUR and do not have conflicts with other classes, meetings, etc.
- ❑ Different studies covering different marketing topics will occur throughout the semester. Students may select the session that fits their schedule. However, students cannot participate in consecutively numbered studies (e.g. Marketing Research Session 2 and Marketing Research Session 3), so please plan accordingly!
- ❑ Available times and dates will be posted on the web page.
- ❑ Students will need to cancel their seats 8 hours prior to the study. You will not be able to sign up for another slot in that study unless you cancel (see handout).
- ❑ **IF YOU CHOOSE (2)** please contact your instructor regarding details regarding the research paper, such as topic and due date. Note you will have to choose (2) if you are not yet 18 years old.
- ❑ **Study Location:** Research studies are conducted in the **Marshall Behavioral Research Lab located on the Lower Level (LL) of Peter and Verna Dauterive Hall (VPD)** (see map below). This facility is wheelchair accessible. If you require any accommodations based on a disability please contact Professor Kristin Diehl ([kdiehl@marshall.usc.edu](mailto:kdiehl@marshall.usc.edu)) as early as possible in the semester to make arrangements.



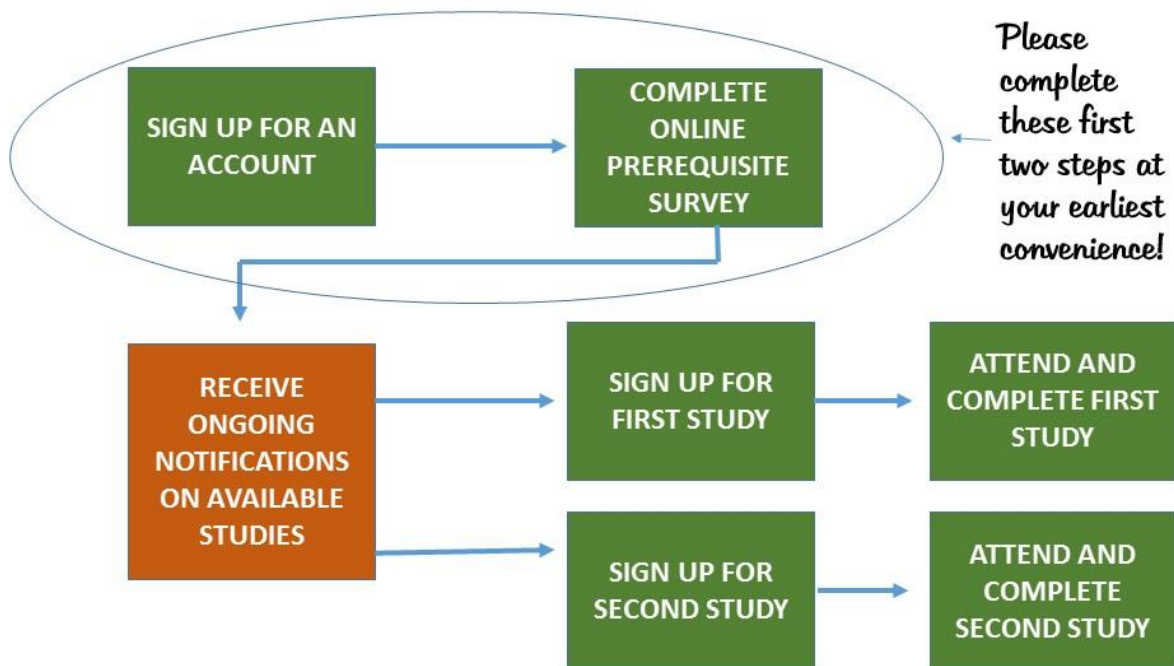
There are 3 EASY STEPS to participate in research sessions:

1. Register on the **Marketing** research website.  
<http://marshall-mkt.sona-systems.com>
2. Complete the Prerequisite survey on that website.
3. Over the course of the semester, various sessions will be posted to the website and available for you to sign up. You will need to register for, and complete (!), TWO sessions to get full credit.

This handout will explain to you how you can participate in a marketing research session to fulfill your research requirement. Remember, participating in research sessions is *voluntary*. You are *not* required to participate. You can choose instead to fulfill your research requirement by writing a short research paper. Please ask your instructor if you have any questions.

**Please keep this handout as a reference throughout the semester** since it answers most questions regarding the registration, sign-up and participation in Marketing Research sessions.

## STEPS IN RESEARCH PARTICIPATION



## Register on the Marketing Research website

Go to <http://marshall-mkt.sona-systems.com>



**Note: there is also a marshall-ob site, for BUAD 304. Please be sure to use the Marketing site (see what it looks like below –yellow boxes)! If you are in both classes, you will need to create an account on each one.**

The first time you are at this site, please request an account by clicking on the “Request an account” button on the right.

USC Marshall  
School of Business

You will be directed to this screen (below)

**Your usc.edu email address will serve as your username.**



**Note that you can ONLY register with your usc.edu account** (e.g. use ttrojan as your User ID if your USC email is [ttrojan@usc.edu](mailto:ttrojan@usc.edu)).

**Do not use your numeric student ID!**  
**DO NOT** use your gmail address or any account other than usc.edu.

### 1. Check your usc.edu account for a confirmation email containing your password.

You will receive an email with your password. You can reset this password once you log into the web page to something you will remember.

If you don't receive an email within an hour this is probably because you did not use your usc.edu account and/or used a numeric ID. In that case, please re-do the registration process.

### 2. Complete the prerequisite information on the website.

**Before you can sign up for any sessions you will have to complete some initial demographic information.**

Once you log into the system for the first time, the screen asking you for this demographic information will pop right up.

### 3. Sign up and complete two sessions.

Studies will be posted on a rolling, mostly weekly basis.

You will receive an email when a new study is posted that you are eligible for (remember you cannot participate in consecutively numbered study sessions). **Only those registered in the system will receive this email notification!** However, you do not have to wait for these emails! You can always check for open research sessions by logging onto the web page. Sessions fill up quickly!

Remember also that you will not be able to sign up for consecutive sessions. So please plan accordingly.

**Don't wait until the end of the semester to sign up for sessions!!** The end of the semester is the busiest time for everybody and you will be glad you got your research requirement out of the way early. Also, waiting to the last minute most likely will leave you scramble to find a slot that fits your schedule. So plan ahead!!!

### Sign-Up

When you sign up for a session slot you will commit to a specific date, time, and location. Make sure your scheduled session does not interfere with your classes and that you can arrive at the specified location on time. It is your responsibility to know where to be and when to be there! **Sessions will start on time and no latecomers will be admitted.** If you are late you will need to reschedule for a later session, which may no longer be available. Keep in mind that if you sign up for a specific slot and you do not show up for that study, you take away the opportunity to participate from one of your classmates who could have made it in time. So please be conscientious!

You should only sign up if you are sure you can attend the session. However, life happens and if you cannot make it to the session, you can cancel up to 8 hours in advance using the website. Note that you cannot sign up for another slot of the same study unless you cancel your previously assigned slot.

You will not need a receipt for your attendance; the computer system will track this automatically. You can check whether you got credit by logging on to the web site. Please allow at least 2 days after the completion of all sessions for your credit to post. If you have not received credit, please contact the researcher listed on the study description page.

<p><b>When signing up for a study, write down your SYS ID (check by logging into your account or in the confirmation email you receive) and bring that number each time you come to participate in a study.</b></p>
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## Frequently Asked Questions

### 1. I've registered but can't sign on to the site.

- It is most likely that you did not register using your USC email account (see above). Try registering again using your USC email ID as your ID.
- If you think you forgot your password click on the "Lost your password?" link on the homepage and your password will be sent to the email account you use to log in.

### 2. I check the website but can't find a study.

- Have you completed the prescreening survey yet? You need to do so to register for experiments.
- Studies are posted approximately once every week. You will receive an email once new studies are posted for which you are eligible. Try back again in a few days.  
Sessions are made available to you as they are organized – your professor doesn't have any control over when sessions will be available or how many there might be.

### 3. I never get emails announcing new studies!!!!

Only registered users will receive email announcements. So, register asap! They will be sent to your @usc.edu account, so please check there.

### 4. What are these studies about?

Studies may cover a wide range of topics related to advertising, service experiences, brand perceptions, and many more. These studies do not require any specific knowledge about marketing. The researchers are only interested in your honest responses as a consumer!

The marketing faculty at USC is one of the most research active groups in the country and your participation in these research sessions greatly helps promote the reputation of the Marshall School as major contributor to marketing knowledge.

### 5. Where do marketing research sessions meet?

All sessions will be conducted at USC, the vast majority will take place at the Marshall Behavioral Research Lab located on the Lower Level (LL) of Peter and Verna Dauterive Hall (VPD). When you sign up for a study, the exact location where the study will be conducted will be clearly specified.

### 6. Do I need to bring anything when I participate in a study?

You need to know your system ID (you can find it in the reminder email you will receive). Everything you might need will be provided for you.

### 7. What if I cannot make it to a session?

You can cancel your participation up to 8 hours in advance using the web site.

### 8. I am under 18. Why can't I participate in sessions?

If you are under 18, we would need to have your parents' consent for each specific study in which you participated. It is difficult and inconvenient for you, in particular, to be sure that you and your parents both consent to your participation. Please check with your instructor about completing the research requirement in another way.

### 9. What do I do when I have technical problems with this system?

On the front page is a link that allows you to send an email with your question. This e-mail will be sent to a Marshall staff member who will respond to help you as soon as possible. Please do NOT e-mail the first time you have trouble. Spend some time to try to solve your problem by going through this handout.