

Research Questions

1. What can you tell us about your audiences?
2. Who do you target?
3. What messages are you currently using?
4. What image do you want to achieve?
5. What is your identity?
6. Who do you view as your competition?
7. How do you find out what classes people want?
8. To what extent can the Management Institute do its own media relations outside of Rowan University?
9. What literature do you have on your company that we can review?
10. Which marketing niche do you hope to dominate?
11. Is your logo recognizable?
12. What are your goals?
13. What can we do for you?
14. What is your budget?
15. Where do you feel you are right now?
16. Who are you trying to reach?
17. What is your time frame?
18. What is the history of the Management Institute?
19. What are you doing now that is working/not working?
20. How much newspaper coverage do you receive?
21. If you had to choose a newspaper as your primary daily print communications tool, which newspaper would that be?

22. How many people do you have on staff at the Management Institute?
23. Do you know your clients' job titles, where they work and their basic demographics and psychographics? If so, can you tell us?
24. In what percentage does each target market make up your overall clientele?
25. What do you want your ideal percentages to be?