

Research Report Proposal (Format)

TO: NAME, TITLE, COMPANY
FROM: YOU, TITLE, COMPANY
DATE: DATE
SUBJECT: Clear subject line that demonstrates topic picked

Summary of topic and purpose (four or five sentences)

For our purposes today, I would like you to give me your topic, a list of criteria that you might use for your topic, and finally, I would like you to go onto the Fanshawe databases to see if the topic is researchable.

Problem/Opportunity

Describe the problem that needs to be solved/the opportunity available. Explain the importance of the situation (avoiding risks, making profits, etc) (6-10 sentences)

I

Areas/Topics to Investigate

Based on the above, what areas need investigating? List any questions that might come up during the research. (6-10 sentences).



Methods

Specify what research methods you will use.

Specify what types of sources you will use for your findings, how you plan to analyze those findings (**your criteria**), and how you plan to select the best course of action. You should also list **two sources** in APA format.

Qualifications/Sources

Provide some details concerning your qualifications: degrees, certifications, work experience, etc.

Mention if you have access to relevant sources of information, and how. Mention that you will use the Fanshawe Digital Library, the Fanshawe (physical) Library, perhaps also Google or another search engine for some types of information, etc.

Work Schedule

To conduct a thorough research report, the following steps will be taken:

Task	Research	Report
Description		
Expected Duration		
Completion Date		

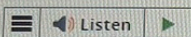
References:





Submissions > Assignment 3 - Research Report Proposal

Assignment 3 - Research Report Proposal



Hide Submission Information

Turnitin™

This assignment will be submitted to Turnitin. It will be reviewed by Turnitin's plagiarism and artificial intelligence detection tools.

Instructions

The document you should submit to this Dropbox is the Research Report Proposal.

Due on Oct 23, 2024 11:59 PM

Available until Oct 23, 2024 11:59 PM. Access restricted after availability ends.

Hide Rubrics

Rubric Name: 19W ADC6019 Research Report Proposal

Criteria	Level 5	Level 4	Level 3	Level 2	Level 1
Content	4 points (a) The memo/	3 points Problems with at	2 points Problems with at	1 point Problems with at	0 points Problems with at

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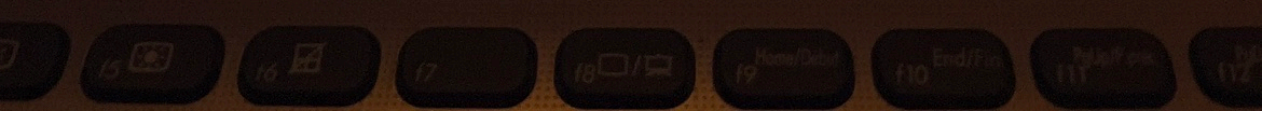
Criteria	Level 5	Level 4	Level 3	Level 2	Level 1	Criterion Score
Content	<p>4 points</p> <p>(a) The memo/ letter is addressed to a higher-management employee/ a client, depending on the scenario.</p> <p>(b) The importance of the topic is addressed.</p> <p>(c) The six sections (intro par., problem, topics, methods, qualifications/ facilities/ resources, work schedule) mentioned in "Writing Proposals" are all present; they are developed appropriately.</p> <p>(d) The information is presented in a logical manner (a concern for readability is evident).</p> <p>(e) The topic is discussed clearly and some analysis is provided in some of the sections.</p>	<p>3 points</p> <p>Problems with at least one aspect mentioned under Level 5.</p>	<p>2 points</p> <p>Problems with at least 2 aspects mentioned under level 5.</p>	<p>1 point</p> <p>Problems with at least 3 aspects mentioned under level 5.</p>	<p>0 points</p> <p>Problems with 4 or more aspects mentioned under level 5 or plagiarism.</p>	<p>/ 4</p>

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Windows taskbar with search bar and application icons (File Explorer, Edge, Word, etc.)

Tone	<p>4 points</p> <p>(a) The memo/ letter maintains a natural, informative tone while demonstrating the writer's critical thinking abilities and general business vision.</p> <p>(b) Respectful and professional style</p> <p>(c) Appropriate level of formality for this type of workplace writing</p> <p>(d) Errors – If any – do not significantly impact clarity/ tone</p>	<p>3 points</p> <p>Some problems with at least one aspect mentioned under Level 5.</p>	<p>2 points</p> <p>Serious problems with at least one aspect mentioned under Level 5 OR some problems with two of the aspects mentioned under Level 5.</p>	<p>1 point</p> <p>Serious problems with at least two of the aspects mentioned under Level 5.</p>	<p>0 points</p> <p>Problems with all the aspects mentioned under Level 5 or plagiarism.</p>	/ 4
Format	<p>4 points</p> <p>The memo/ letter fully adheres to the structure discussed in our lectures and uses graphic highlighting effectively.</p> <p>(a) The memo top is set up appropriately.</p> <p>(b) The six sections (intro par., problem, topics, methods, qualifications/ facilities/ resources, work schedule) mentioned in "Writing Proposals" are all present; they are developed appropriately; some graphic highlighting is used</p>	<p>3 points</p> <p>The memo mostly adheres to the structure discussed in our lectures and makes reasonable use of graphic highlighting. It is logically organized. There may be a few problems with its sections.</p>	<p>2 points</p> <p>The memo/ letter attempts to adhere to the structure discussed in our lectures and makes some use of graphic highlighting. There may be logical problems with its organization. Alternately, there may be some significant problems with its sections.</p>	<p>1 point</p> <p>The memo/ letter insufficiently attempts to adhere to the structure discussed in our lectures and displays very little graphic highlighting. There may be serious logical problems with its organization: Alternately, there may be pervasive, serious problems with its division into sections, or some sections might be missing.</p>	<p>0 points</p> <p>The memo/ letter does not attempt to adhere to the structure discussed in class. There may be little or no paragraphing. Alternately, significant portions of the proposal may be plagiarized.</p>	/ 4

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	<p>facilities/ resources, work schedule) mentioned in "Writing Proposals" are all present; they are developed appropriately; some graphic highlighting is used</p> <p>(c) The information is presented in a logical manner (a concern for readability is evident)</p>				<p>serious problems with its division into sections, or some sections might be missing.</p>	
Style and Grammar	<p>4 points</p> <p>(1) no grammatical and/or word choice errors (2) no cliches or inappropriately informal wording (3) no wordiness</p>	<p>3 points</p> <p>Some problems with at least one of the aspects mentioned under Level 5. Clarity not affected.</p>	<p>2 points</p> <p>Serious problems with at least two of the aspects mentioned under Level 5. Clarity affected.</p>	<p>1 point</p> <p>Serious problems with all the aspects mentioned under Level 5. Clarity seriously affected.</p>	<p>0 points</p> <p>Serious grammatical/ word choice/punctuation errors significantly interfere with clarity and render portions of the proposal incoherent.</p>	/ 4

Total / 16

Overall Score

<p>Level 4 11 points minimum</p>	<p>Level 3 8 points minimum</p>	<p>Level 2 5 points minimum</p>	<p>Level 1 0 points minimum</p>
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Submit Submissions

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Assignments F24

COMM 6019

Research Report Proposal

Weight: 5%

Length: 2 pages, Times New Roman 12, single-spaced, block format, memo/ letter format

Due Date: Wednesday, Oct 16 at 11:59PM

Research Report

Weight: 25%

Length: Approx. 10 pages, Times New Roman 12, single-spaced, block format

Due Date: Sunday, Nov 10 at 11:59PM

AI Use is not permitted:

- This assignment/project must be completed independently, without the assistance of artificial intelligence (AI) tools such as text generators. The expectation is to draw upon your own knowledge, research abilities and critical thinking skills to complete your work.

Since these assignments are connected, I am offering the full description of both assignments in one file. The Research Report Proposal is due before the Research Report, but since you need to understand the expectations for the Research Report before you can start working on the Research Proposal, the description of the Research Report is provided first.

Research Report

Weight: 25%

Length: 10 pages, Times New Roman 12, single-spaced, block format

Due Date: Sunday, Nov 10 at 11:59PM

LEARNING OUTCOMES ASSESSED:

1. Prepare and evaluate professional business documents in common formats, using appropriate tone, structure format (including headings and graphics) and patterns of development (direct/indirect).
2. Prepare advanced-level proposals (informational/analytical) on program-related topics; summarize and integrate effective research sources
3. Analyze, assess, summarize and/or critique business-related case studies, articles and/or topics to demonstrate skills in evaluation, editing and revision.
6. Assess various employment communications and create effective employment communication documents (print, digital, and oral).
8. Navigate and routinely participate in a digital environment to enhance self-paced learning skills.

SCENARIO, TOPIC, and TASK



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SCENARIO, TOPIC, and TASK

Write an **analytical research report on a field-related topic** (on a topic that is relevant to you depending on your prior and current degrees).

Below, you will find some basic scenarios, as well as a list of topics that could easily be adapted to any field. You can choose one of these topics, narrow it down, and adapt it more to your field/ situation, or you can choose an entirely different topic. Whatever you decide to do, please email me as soon as possible to let me

know what topic you would like to work on. This way, we can make sure that the topic is neither too broad nor too narrow for a 10-page formal report.

If you do not make the topic specific enough and if you do not write the report from the perspective of a professional in your field and for a specific audience, your report will receive a very low grade.

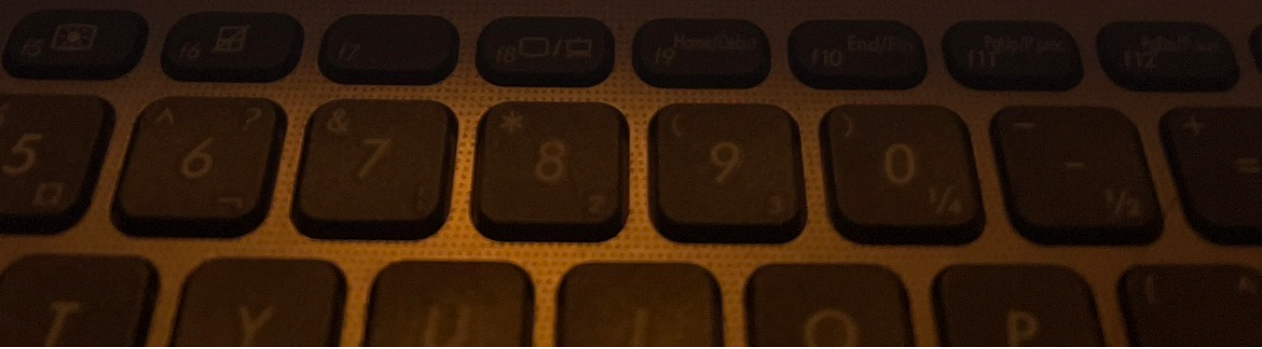
Basic scenarios:

- You are an employee of a company or institution in your field (you are expected to make up this information). You are writing a report for your boss, suggesting ways in which your company/ institution can solve a problem or take advantage of an opportunity.
- You are a freelance professional or an employee of a company or institution in your field (you are expected to make up this information). You are writing a report for a client, suggesting ways in which the client can solve a problem or take advantage of an opportunity.

Suggested Topics:

- Going "Green": Implementing Environmentally Sound Practices/ Using Environmentally Sound Equipment and Technology [Adapt to Marketing by selecting a specific company and suggesting, for example, a comprehensive marketing strategy that would not involve using any paper supports.]
- Leveraging Social Media: Using Social Media to Increase the Success of an Organization [Adapt to Marketing by selecting a specific company and suggesting social media strategies that might help the company promote specific products more effectively.]
- Integrating Information Technology and Big Data into Marketing Research. [Again, select a **specific company** and discuss what types of data they should use for what specific purpose, how, etc.]
- Learning from Others' Failures [This would be an investigation of a serious Marketing failure that has happened in an institution or company very similar to yours. You would investigate a real-life occurrence, showing what went wrong, why, what could have been done to limit the damage, etc.]
- Learning from Others' Success [Similar to the previous topic – but instead of investigating a failure, you'd be investigating a successful Marketing campaign]

EXPECTATIONS AND FORMAT



Assignments F24

EXPECTATIONS AND FORMAT

-approx. 10 pages, Times New Roman 12, single-spaced, block format (single-spaced, one blank space between paragraphs, as well as between headings and paragraphs)

-Required components:

- Title Page
- Table of Contents & List of Figures
- Executive Summary
- Introduction
- Body
- Conclusion & Recommendation(s)
- Bibliography

Each of these components should start on a new page. Exception: The Table of Contents and the List of Figures should appear on the same page. The same applies to the sections Conclusion and Recommendation(s).

- Use the general guidelines for reports as presented in the lectures.

-Feel free to make up any information (names, titles, etc.) you need to complete the assignment. However, you have to select a real company and base your suggestions on its organizational structure, profile (what they

make/ sell/ etc.), and specific Marketing needs. You should pretend to be working for a **branch** of the organization if it is a big company. I want everyone to pretend to be in a role that is achievable for someone with your qualifications within, say, your first 2-5 years of employment.

-Consider a wider audience than just the person who commissioned the report (include contextual and background information on the topic that will help any reader make sense of the task you were given and the results you provided).

-Research requirements: use at least five sources; at least three of the five must be peer-reviewed, but the more peer-reviewed sources you can include, the better. Sources such as blogs, vendors' websites, etc. can be used, if needed, in addition to the three sources required. However, such sources do not count towards your quota.

-Three of your sources should come from Fanshawe's Digital Library. **If you have no sources from the Digital Library, you will receive a failing grade on the report.**

-All the sources you used should be referenced appropriately within the text of your report. They should also be listed on your References page(s). Use APA format or MLA format consistently in your report, for references, citations, etc. (choose one and stick with it; do not combine elements from both).

-Quote, paraphrase, and/or summarize material from each source at least once within the body of the report. Use signal phrases and parenthetical references each time. **You must directly quote from each of your sources at least once. If you do not, you will receive a failing grade on the report.**

-Use graphic highlighting as necessary (headings, lists, visuals such as graphs, tables, pictures, etc.). You are required to use at least one relevant visual component (graph, table, picture, etc.). You can create it or borrow it from a source. If you borrow it from a source, reference it properly. Introduce your visuals as instructed in the



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Assignments F24

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-Use graphic highlighting as necessary (headings, lists, visuals such as graphs, tables, pictures, etc.). You are required to use at least one relevant visual component (graph, table, picture, etc.). You can create it or borrow it from a source. If you borrow it from a source, reference it properly. Introduce your visuals as instructed in the lecture Document Design for Reports.

-Apply all of the principles of effective professional communication discussed so far.

-Edit your text carefully to eliminate any punctuation, grammar, word choice, and spelling errors.

GRADING

As this is a communications course, all assignments will be graded on content, organization, tone, style, and correctness. In addition, since this is a research assignment, your choice and use of sources will account for a large portion of the grade. A rubric for this assignment is available through the corresponding Dropbox folder.

Research Report Proposal

Weight: 5%

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Due Date: Wednesday, Oct 16 at 11:59PM

LEARNING OUTCOMES ASSESSED:

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SCENARIO, TOPIC, and TASK

The scenario and topic will be those you selected for your research report. The task, for this assignment, is to send a memo to your boss/ a letter to your client (depending on the scenario you chose) to offer to write a report on your chosen topic. Follow the instructions on writing effective Research Proposals provided in the course.



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Assignments 1-24

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SCENARIO, TOPIC, and TASK

The scenario and topic will be those you selected for your research report. The task, for this assignment, is to send a memo to your boss/ a letter to your client (depending on the scenario you chose) to offer to write a report on your chosen topic. Follow the instructions on writing effective Research Proposals provided in the course. Include all the sections mentioned in class, and be as persuasive as you can, without being pushy. The quality of your proposal should speak for itself. Impress your reader through your great ideas, solid logic, clear organization, and objective writing style.

EXPECTATIONS AND FORMAT

- 2 pages, Times New Roman 12, single-spaced, block format, memo/ letter format
- memo/ letter format, depending on the scenario/ chosen audience
- clear, substantial information provided in each section; no vague language

GRADING

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