Group Project Creating and Interpreting Online Surveys Pertaining to Consumer Motivation, Constraints and Attitudes

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A Survey Research Project for Sport Consumer Behavior. Students use online surveys to collect data from the entire campus to determine why people are or are not going to games. The surveys are designed to test consumer motivations, constraints and attitudes while also using segmentation criteria. Project to be completed in steps throughout the semester. This project can be used in Sport Consumer Behavior or Sport Marketing classes. Project description and instructions document will be provided, including rubrics for each graded step.