# W04 Marketing Plan: Survey Questions and Analysis

**Task:** To create questions for a marketing survey and analyze survey data.  
**Purpose:**To practice creating different types of survey questions and gathering insights from survey responses.

## Instructions

#### Part A: Create a survey for the company you chose in Week 01.

1. Use the same Marketing Plan you used in Weeks 1-3.
2. Create five qualitative questions and five quantitative questions as if you were going to send out a marketing survey.
   1. These questions should help the company understand more about its potential customers, their perception of the product, and/or other information that you believe is the most important.
   2. You should **NOT USE** the same questions from the examples from this week’s reading.
3. Add your questions to the Marketing Plan template.

#### Part B: Analyze research data.

1. Open the file [Week4\_ResearchData\_MKT120](https://drive.google.com/uc?export=download&amp;id=1xhJzq2yL4cTiIL6m3TZ3oaFgkyEY8KzV).
   1. The file contains the data from a survey conducted this year for an electronic company that recently launched a new smartphone with high-end premium features like high-definition cameras.
2. Respond to the following questions from the company’s manager in the Week 4 Marketing Plan.
3. Submit your completed market plan with the questions you created and responses to the survey in [W04 Marketing Plan](https://byupw.instructure.com/calendar#view_name=agenda) in Canvas.
   * You will continue to use the same Market Plan template that you downloaded in Week 1

## Be Persistent

Never underestimate the power of consistent small efforts. Dieter F. Uchtdorf (2015), a modern-day prophet, said, “With patience and persistence, even the smallest act of discipleship or the tiniest ember of belief can become a blazing bonfire of a consecrated life. In fact, that’s how most bonfires begin—as a simple spark.

“So if you feel small and weak, please simply come unto Christ, who makes weak things strong. The weakest among us, through God’s grace, can become spiritually strong, because God ‘is no respecter of persons.’ He is our ‘faithful God, which keepeth covenant and mercy with them that love him and keep his commandments.’” Christ can multiply your efforts as long as you continue to try.

Read this online at <https://books.byui.edu/introduction_to_marketing/w04_marketing_plan>