MKTG Research Participation

Angela Yi
Lab Manager
Email: mktrsrch@vt.edu

Participate in highly interesting research!

- It's easy: Research sessions, only take 10 or 20 minutes.

- Starting from this semester, you are only **required** to earn 3 credits per course.

- If you are interested, you can earn 2 **extra** credits via lab participation/alternate assignments.

Why Participate?

Benefits for...

- **You**
  - ➤ Credits, Fun, See how it's done

- **MKTG, Pamplin, and Virginia Tech**
  - ➤ Research = our jobs, rankings, recognition

- **Society at large**
  - ➤ Your course content, a body of knowledge
  - ➤ Recommendations for managers

How to Participate

How to participate…

- **To sign up for research studies, create a log-in ID on the SONA experiment system**
  - ➢ Use your name as it appears on the roster and your VT email (Please do NOT use your student ID because 90XXXXXXX@vt.edu will not receive any emails from the SONA system).

  - ➢ Enroll in the courses you have this semester (Double-check **the instructor's name and the course number** to make sure you are enrolled in the right courses).

- **You will only receive credit for <u>participating in</u> studies, not just signing up**

3 Credits Are Required.

- If lab participation is required, all you need to do is to find ways to earn **3 credits**.

- 2 ways of earning the research credits.

  1) **Lab participation**.
     - 10 min session = 0.5 credits.
     - 20 min session = 1 credit.
     - You will receive email notifications.

  2) **Alternate assignment**.
     - Read research articles and write a summary
     - Email the lab manager (mktrsrch@vt.edu) to be added on the website.
     - April 26th, 2024, 5pm is the deadline. Late submissions are NOT accepted.

3 Credits Are Required.

- You can choose either one (the lab studies or the alternate assignment) or combine them to get the credits.

  - 20 min session * 2 = 2 credits.
  - Alternate assignment * 1 = 1 credit

  3 credits requirement is met.

Bonus Up to 2 Credits.

- After meeting the requirement, you can choose to earn up to **2 extra credits**. Please check your syllabus if your instructor allows these 2 extra credits. Not every course allows these 2 extra credits.
- Your earned extra credits will be added to the total grades.
- 2 ways of earning the research credits:
  - You can choose either one (the lab studies or the alternate assignment) or combine them to get the credits.

3 Credits Required + 2 Extra Credits

- You can earn up to 5 credits (3 required + 2 extra) <u>per course.</u>

- You can assign your credits for any courses that you are taking by yourself <mark>(Once they are assigned, you cannot change them, so be careful!).</mark>

If you are taking two MKTG courses...

- Suppose that you are taking two MKTG courses that require lab participation.

- In this case, you need to earn 6 credits (required).

- If you are interested, you may choose to earn extra credits as well (2 credits per course).

If you are taking more than two MKTG courses...

- Suppose that you are taking three MKTG courses that require lab participation.

- Still, in this case, you only need to earn 6 credits.

- That is, the <u>maximum requirement of lab participation per semester is 6</u>.

- Please also note that this rule does NOT apply to your extra credits.

Example

- John is taking four MKTG courses that require lab participation.
- How many credits does he need to meet the <u>SONA requirements</u>?

  - 12 credits? No, 6 credits!
- If he wants to earn extra credits for *every* course, how many credits does he need?

  - 6 credits? No, 8 credits!

Thus, if he wants to complete the required credits and earn extra credits for every course, he will need 14 credits in total!

What if I'm taking <u>more than 2</u> MKTG courses?

- You only need to earn 6 credits to meet the requirement.

- If this applies to you, contact me at <u>mktrsrch@vt.edu</u> <u>once you hit the max credits (i.e., 6 credits)</u>.

- After hitting the max credits, you can still choose to earn extra credits.

What to do now

- **Create a log-in ID in SONA (**Do this **<u>ASAP</u>** so that you will not miss the notification emails of new study sessions from the lab!**)**

- **Sign up for studies (Studies will be conducted at Room 120, Data and Decision Sciences Building)**
  - ➢ There will be email reminders

- **Each study earns a credit toward a specific course**
  - ➢ Assign credits to courses CAREFULLY

- **Earn up to 6 required credits this way**

Remember!

- Don't get in a crunch at the end of the semester

- No guarantee that all studies will be available as the semester goes by (slots fill up very quickly!)

- SIGN UP FOR STUDIES EARLY!

Resources

- ## See syllabus for more information and links
  - ➤ **SONA**: https://vt-marketing.sona-systems.com/
  - ➤ **FAQ**: https://marketing.pamplin.vt.edu/current-students/undergraduate-faq.html

  - ➤ **Alternate Assignments** (assignments will be posted on Canvas website)

- ## Angela Yi – Lab manager
  - ➤ **mktrsrch@vt.edu**