

MKTG Research Participation

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VirginiaTech®
Pamplin College of Business

Participate in highly interesting research!

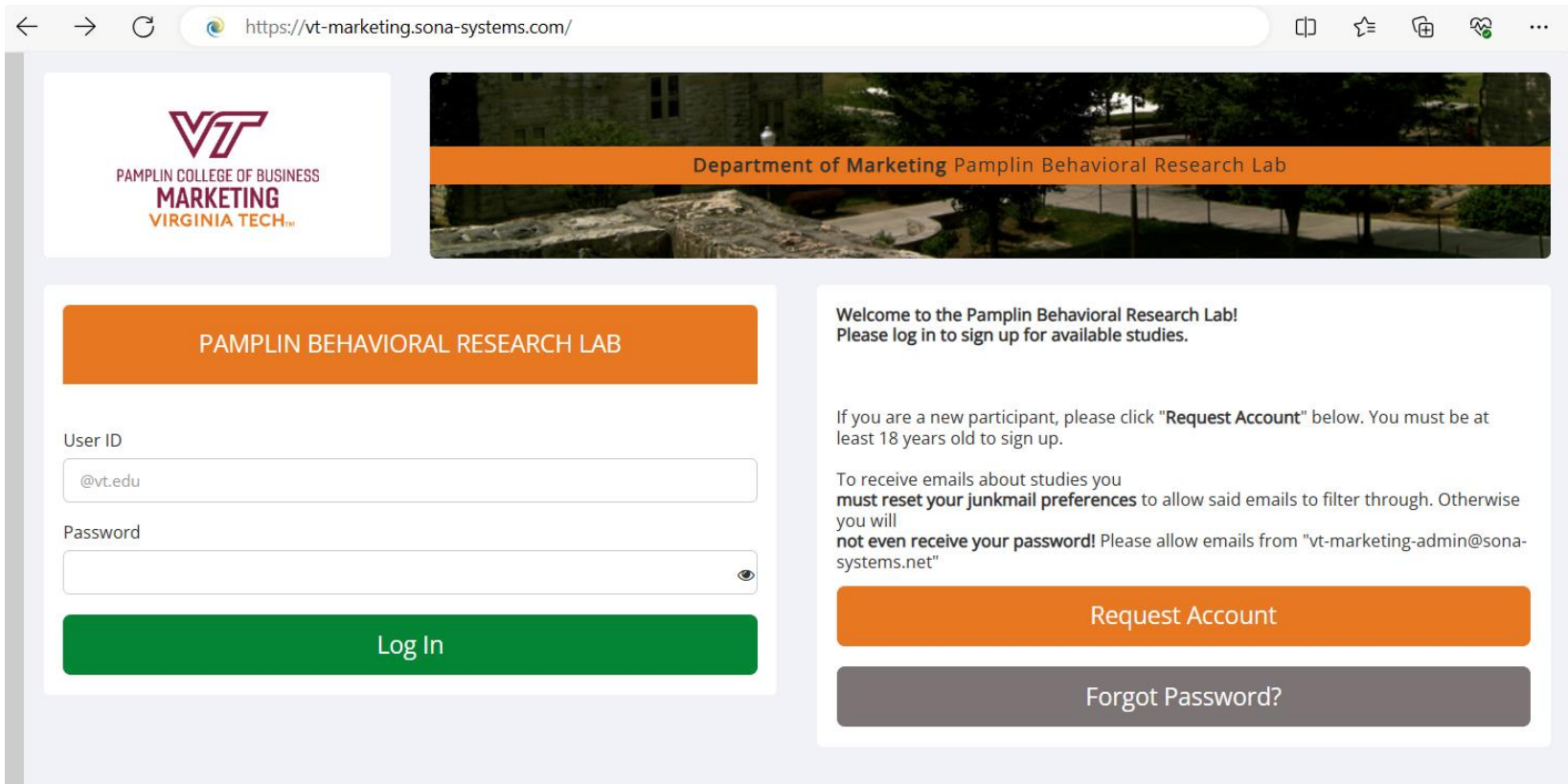
- It's easy: Research sessions, only take 10 or 20 minutes.
- Starting from this semester, you are **required** to earn 3 credits per course.
- If you are interested, you can earn 2 **extra** credits via lab participation/alternate assignments.

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 90XXXXXX@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).
 - Ahmed MKTG 4354
- You will only receive credit for participating in studies, not just signing up

How to participate...



The screenshot shows a web browser window with the URL <https://vt-marketing.sona-systems.com/>. The page features the Virginia Tech logo and the text "PAMPLIN COLLEGE OF BUSINESS MARKETING VIRGINIA TECH...". A banner image shows a campus scene with the text "Department of Marketing Pamplin Behavioral Research Lab". The login section includes a "PAMPLIN BEHAVIORAL RESEARCH LAB" header, a "User ID" field with "@vt.edu" entered, a "Password" field, and a green "Log In" button. To the right, a welcome message reads: "Welcome to the Pamplin Behavioral Research Lab! Please log in to sign up for available studies." Below this, instructions state: "If you are a new participant, please click 'Request Account' below. You must be at least 18 years old to sign up." Further instructions mention email preferences: "To receive emails about studies you must reset your junkmail preferences to allow said emails to filter through. Otherwise you will not even receive your password! Please allow emails from 'vt-marketing-admin@sona-systems.net'". At the bottom of the right section are two buttons: "Request Account" (orange) and "Forgot Password?" (grey).

<https://vt-marketing.sona-systems.com/>

How to earn 3 Credits

- 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 (up to 1.5 credits; only one submission is allowed)**
 - Creating a teaching material for marketing relevant topics (e.g., Artificial Intelligence, international/domestic politics, ESG)
 - Submit assignments via SONA platform.
 - May 7th, 2025, 5pm is the deadline. Late submissions are NOT accepted.

How to earn 3 Credits

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

- 20 min session * 1 = 1 credit.

- 10 min session * 1 = 0.5 credit.

- Alternate assignment * 1 = 1.5 credits



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.

3 Credits + 2 Extra Credits

- You can earn up to 5 credits (3 required + 2 extra) per course.
- You can assign your credits for any courses that you are taking by yourself (Once they are assigned, you **CANNOT** change them, so be careful!).

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 maximum requirement of lab participation per semester is 6.
- 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 SONA requirements?
 - 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 more than 2 MKTG courses?

- You only need to earn 6 credits to meet the requirement.
- If this applies to you, contact me at mktrsrch@vt.edu once you hit the max credits (i.e., 6 credits).
- 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 **ASAP** 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 Assignment (SONA login required):**
https://vt-marketing.sona-systems.com/exp_info.aspx?experiment_id=1167
- **Yehjun Lee – Lab manager**
 - mktrsrch@vt.edu