

# MKTG Research Participation

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# Participate in highly interesting research!

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- 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...

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- **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...

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- 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).
- You will only receive credit for participating in studies, not just signing up

# 3 Credits Are Required.

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- 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 26<sup>th</sup>, 2023, 5pm is the deadline. Late submissions are NOT accepted.

# 3 Credits Are Required.

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- 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.

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- After meeting the requirement, you can choose to earn up to **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

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- 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...

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- 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...

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- 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

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- 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?

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- You only need to earn 6 credits to meet the requirement.
- If this applies to you, contact me at [mktrsrch@vt.edu](mailto: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

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- **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 either PAM 3003 or 3005)**
  - 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!

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- 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

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- **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](mailto:mktrsrch@vt.edu)