
**MKTG 4825 Pricing Strategy
Fall Semester 2010
Instructor: Yacheng Sun**

Task # 4: In-Class Presentation

Presentation Date: Tuesday, April 27th, or Thursday, April 29th, 2010 - the specific date for each team will be determined soon.

Deliverable: Oral presentation

Distribution: One copy of the presentation slides to be submitted to the instructor.

Format and Content

Each team will present summary of its first marketing research project to the instructor and the rest of the class. Your team's presentation segment should be no longer than twelve minutes. There will be an additional three minutes allowed for questions from the audience (your instructor and classmates). You may structure your presentation in any fashion you desire as long as the matters listed in the Presentation Content Section are covered. It is highly desirable that all members of your team actively participate in the presentation.

Presentation Content

Your team's presentation should address the following matters.

1. Describe your focal product or service. Feel free to include a few facts about the companies. Explain why such a product/service appeals interesting to your team. Briefly discuss and highlight challenges that the company is facing in its pricing and channel management strategies. Also, it is a good idea to provide the main takeaways of your research at this stage.
2. Summarize the existing research studies (e.g., from business journal articles or industry reports) that are relevant to the industry of focal product or service. If you are able to find any research that is closely related to your topic, plan to provide a relatively in-depth summary for the studies: include the substantive topics and the research methodologies.
3. Present a detailed discussions on the major findings of your research (see the guidelines of task # 3 for the organization of the presentation)
4. Conclusions.

Presentation Guidelines

The goal is to provide an informative and well-organized presentation. It should be a presentation that you feel comfortable giving to your prospective employer.

1. Try to convey the major findings in the *first 2 minutes of the presentation* so as to make sure that after the very beginning of the presentation some (and likely the most important) of your audiences understand the purpose of your study and what you have achieved
2. Please budget 3 minutes for Q&A. You should time the presentation so that it can be comfortably finished in the designated time. Do not plan to use the Q&A time as buffer for prolonged presentation – these time are reserved for questions and answers.
3. The logic flow of the presentation should be clean and easy to follow. Pay particular attentions to the transitions between individual presenters.
4. Whenever possible please back your claims by facts and analyses.
5. Each presenter should know his or her material - do NOT read the slides.
6. The presenters should maintain eye contact with the audience.
7. Avoid the temptation to include too much material on each slide: try use fonts that are no smaller than 24.
8. Feel free to mix visuals and texts in order to make the presentation more effective; but avoid the excessive use of either.
9. Please email me the slides by 2:00pm on the day of presentation. Also bring a copy of the slides on a flash disk. You should also provide a printed copy of your team's Power Point slides to me before your presentation using the "handout-6 slides per page, grayscale" format.

Presentation Evaluation

The presentations will be graded based on peer evaluations. A presentation evaluation form with guidelines for evaluation will be provided.