



Apr 13th, 11:15 AM - 11:30 AM

IWU Bookstore Market Research Project

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Oral Presentation 2.4

IWU BOOKSTORE MARKET RESEARCH PROJECT

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In the fall of 1995, Dr. Hoyt's two marketing classes were asked to develop a marketing plan for the IWU Bookstore. Ami identified two areas where he wanted help in decision making: (1) What were current student attitudes about the Bookstore, especially services and pricing policies; and (2) what role should the Bookstore play if a student center were to be developed in the Memorial Gym. Students in the class organized themselves into teams which each explored parts of these questions. They presented their findings to the Bookstore committee, but the above named project management team, synthesized the 13 team reports into one final presentation, which we gave to the Administration.