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BBRED Collaborates with Marketing Research Class to Conduct Survey

December 2, 2014

The Business Innovation Group's Bureau of Business Research and Economic Development (BBRED) at Georgia Southern University continued its partnership with Dr. Dora Bock's Marketing Research students this Fall semester. Students in these classes worked to develop and collect data using phone survey techniques. The information collected from this survey will be used by the First Bank of Georgia to assist with their marketing efforts. The Fall 2014 survey was conducted to gain an understanding of how current and potential customers in the surrounding area view services offered by the financial services industry.

The project provided students an opportunity to gather and analyze data that is highly valued by marketers in the business world. Dr. Bock's classes also used statistical software and analysis techniques to extrapolate meaning and value from the data. Student callers contacted over 2,700 people from the five zip codes surrounding the bank in order to obtain a valid sample size. From the students calling efforts, 309 completed surveys were collected.

In addition to survey research, BBRED can also conduct research on other factors that influence economic development in a region. This research includes, but is not limited to: Retail Gap Analysis, Economic Impact Studies, Policy Impact Studies, and Event, Tourism, or Annual Contribution Studies.