

## Market Research Assistant

**Faculty/Staff Name:**

Kim Sherman

**Faculty/Staff Department:**

Management & Marketing

**Faculty/Staff Email:**

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**Job Title:**

Market Research Assistant

**Job Description:**

We are looking for a student to work closely with the chair of the marketing and management department, as well as other members of the department, to conduct market research on the business curriculum offered at peer institutions. In addition, the student will be expected to conduct research into current/future career trends and opportunities and provide that data to the department to help inform decisions about the marketing and management curriculum. This position may also help plan & facilitate a number of focus groups designed to gather additional feedback from various community stakeholders (current students, alumni, WSU community members).

**Job Responsibilities:**

- 1) Data Collection: You will be tasked with collecting data through online research as well as individual discussions/interviews. Focus groups may also be used as a means to collect data.
- 2) Data Analysis: All of the data collected needs to be organized and interpreted to provide relevant information for decision making.
- 3) “Competitor” Research: Analyze the programs at peer institutions to help identify commonalities and differences.

**Number of hours per week:**

6-8 (on average)

**Requirements for job:**

Self-Starter - ability to begin a task without a clearly defined set of steps. Willing to develop the project as more information/data is gathered..

Time Management Skills - ability to prioritize tasks and manage your time efficiently to meet deadlines and complete projects on time.

Networking Skills - ability to network with others to make contacts and obtain relevant

information.

Communication Skills - ability to communicate effectively to articulate your findings, insights, and recommendations and to ask for assistance when needed.

Critical Thinking: ability to analyze data from different angles and draw meaningful conclusions.

***Start/end date:***

10/1/23 - 12/15/23

***Skills students will acquire through job:***

A student in this position will assist the dept chair and faculty with the research needed to begin envisioning a revised business curriculum that is responsive to the future needs of our students. The work-study student will learn how to identify future needs/trends and develop a report to present this data. Additionally, the student will have the opportunity to identify and network with other stakeholders who may provide additional insights on strategic directions for the management and marketing programs.

**HOW TO APPLY:**

If interested, please email cover letter and resume to Professor Kim Sherman

[ksherman@westfield.ma.edu](mailto:ksherman@westfield.ma.edu)