MM Jumpstart your CBP Research

This form is to help MM students in planning the research for their Community Business Projects. Complete it as a group so you all have the same understanding of your research needs.
*Disclaimer: examples in this guide are for illustrative purposes only and are not necessarily the best examples of research questions.*

**Step 1 - Summarize the project in your own words**

Imagine you are explaining this to someone who is not in the MM program and is unfamiliar with the Community Business Projects.

**For example:** We are working on a social marketing plan for a medical clinic in Vancouver’s Downtown Eastside, aimed at a specific ethnic group.

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**Step 2 - Focus your research**

You will need to think what kinds of information might be available that can help you and your client. It can be helpful to think of this as a list of questions you would like answers to.

**For example:**
• Where can we find out more about social marketing and how to create a social marketing plan?
• What are the health related behaviours of this ethnic group?
• Are there any similar examples of social marketing campaigns in the Downtown Eastside?

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**Step 3 - Define the scope**

Are there any other parameters you need to think about? Are you focusing on a particular geographic area or group of consumers? Do you need current statistics? What date range is acceptable?

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**Step 4 - Develop your search strategy**

List keywords and synonyms that you can use in your search (add to this as you start searching and come across more search words). Single words or short phrases work best in library databases. For more on how to search, see our [**Research Tips**](https://lambranch.sites.olt.ubc.ca/files/2016/02/DavidLamLibrary_researchtips2016.pdf)!

**For example:** “social marketing,” “Downtown Eastside”, Vancouver, “British Columbia”, “public health”

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**Step 5 - Identify alternatives**

What will you do if the information you want isn’t available? You may need to do primary research, but it may help to think of alternative secondary research that may be useful (e.g. a broader or similar geographic area, consumer group or industry)

**For example:**
• Other examples of social marketing campaigns in low income communities in Canada/North America
• Other examples of social marketing campaigns in healthcare
• Other examples of social marketing campaigns to this ethnic group

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**Step 6 - Who might collect and publish the information?**

Although our research guides can help direct you to relevant resources, it can also help to think strategically about who might collect and publish the information and where it might be published.

**For example:**
• How to create a social marketing plan – Books? Nonprofit or government websites?
• Demographics of the Downtown Eastside – Census (Statistics Canada)
• Other examples of social marketing campaigns - Government websites and journal/magazine articles

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**Step 7 - Print the form and get research help from a business librarian!**

* 1. Start at the [MM Research Guide](http://guides.library.ubc.ca/mm/cbp) for resources that might help with your secondary research.
* 2. Drop by the research help desk (room 220) at the CLC, Monday to Friday, 1-4pm to meet with a business librarian to obtain research help.