

IRP 2012

International Research Project

Do you enjoy going abroad? Do you want a good résumé?

**Do you like working for
well known companies?**

YOU DECIDE !!!

Participants Information Brochure

The International Research Project 2012 has started!!

This year, the IRP committee of the Marketing Association, organizes the International Research Project (IRP) again! The IRP helps different types of companies which have the ambition to globalize by offering them the opportunity to conduct qualitative high standing academic research in any country and segment of interest. The IRP is conducted by enthusiastic, motivated, professional and ambitious students in the final stages of their studies, which are familiar with academic theory. Are you the one we're looking for? Ask yourself...

Do you enjoy going abroad?

Previous projects have covered almost every continent! In Asia the IRP went to China, Malaysia, India, Thailand and UAE. In North-America we went to Mexico, Canada and the USA. In Europe we went to Russia, Poland, Hungary, Germany, UK and Turkey. The IRP also went to Australia, South-Africa and Brazil. One by one inspiring countries. But the IRP wants more...

Do you like working for well known companies?

Previous years we have worked for several companies, which testifies that we have experience in diverse range of companies and sectors. Companies we have worked for, are: BAM, Dutch Government, KLM, Nederlandse Gas-unie NV, Deloitte, Siemens, Port of Rotterdam, Océ, Royal Boskalis NV, Royal Vopak NV, BPF Bouwinvest and Ecology Group BV... You name it!

Do you want a good résumé?

The IRP gives students the opportunity to apply their academic knowledge in an international setting and gives them a chance to work as a consultant. A variety of research projects has been done. For example a competitor analysis, research of consumer behavior, market-industry- or sector analysis and research of possible distribution structures. Earn extra credits and boost your résumé with this once-in-a-lifetime project!

YOU DECIDE!
Join IRP

IRPlanning Information

The research project consists of three parts, namely desk research, field research, and reporting of the research findings. Especially the international field research gives you an amazing experience!

Acquisition: February-April

February/March we will all participate in the teambuilding weekend. When the weekend has taken place, the project will get started. During the months February, March and April, acquisition is a main activity. That means that both the participants and the committee members will approach companies by telephone. It is our goal to have six different projects in place at the end of April. Each project will then be assigned to a group of approximately five students, depending on the preferences of the companies involved. These groups will consist of one committee member and approximately four participants.

Desk Research: April-June

In case the six contracts are in, the assigned groups can start with desk research for their project. That means they can start investigating the country to which they are assigned, but they will also need to further investigate the company for which they will conduct the research. Desk research will approximately take place from April till June.



Field Research: July-August

After the desk research is finished, the assigned team goes abroad to a specified country for conducting the actual field research. The time you will be abroad will vary from three to five weeks, depending on the project. Of course, there is also enough time to have fun with each other during the field research.

Report & Presentation of findings: August-September

The final part of the International Research Project 2012 is the reporting of the research findings. This will take place from August till September. Of course, a lot of reporting can be done when you are abroad. The finishing touch can then be done when you are home again, after which you will present the research findings to the company you did research for (in October). The final deadline for reporting will be noticed.

In order to have a good overview of the whole process, the following timeline is presented:

	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
Desk Research						
Field Research						
Writing Report						
Presentation of Findings						

Acquisition process

After a weekend of fun and lots of activities, it is time to start working on the project. The project will start with the acquisition process. Since many of you will not have any experience with approaching companies by telephone, we will set up a training during the teambuilding weekend in which we will inform you about the do's and don'ts when calling companies. We as committee members already joined an acquisition training in November. During this training we will share our gained knowledge regarding acquisition. We believe this will certainly improve the effectiveness of the acquisition process.

Research proposals

The main idea is that we present our idea about how to carry out such a project together with the costs for the project. For the proposals, a general structure is present. When you have to make a research proposal for a certain company, you first have to contact one of the committee members. They will assist you and will show you how to structure the report. When making your proposal, do not hesitate to contact one of the committee members when you have any questions.



After you finished your research proposal, a committee member will check your proposal, before handing it over to Erik van 't Klooster (MSc) who is our academic supervisor for this project. He will also check the proposal before it is send to the company.

IR*Practical Information*

We also want to provide you some practical information concerning the International Research Project about workload, meetings and the participant fee.

Workload

In the first period of the acquisition, you will spend 6 hours a week on the project, calling the companies. During the desk research, you have to work 1,5 days a week on the project on average. In the beginning, you will be active with approaching companies, making proposals and visiting companies. After the acquisition period, you will be busy with your preparation for the trip and conducting desk research.

Meetings

In order to bring some structure in your participation as a participant, we will arrange a general meeting for both committee members and participants every two weeks. During this meeting, we will share all information with you regarding contracts, acquisition progress, learning points, and so on. During the participant weekend, the date for the next meeting will be presented.

Participant Fee

The International Research Project is not completely a free gift. The Marketing Association Rotterdam and the contracted companies will pay the most to finance the projects, but both the participants and the committee members need to bring in a relatively small amount of money. The following amounts need to be paid by each participant:

- You pay €800 when you are going to conduct research outside Europe
- You pay €400 when you are going to conduct research within Europe.



IRP *Participant-contact information*

The IRP committee will arrange several social activities for the IRP participants of 2012 and will manage several ways to communicate with the participants and the committee itself.

IRP Weekend

When you will be chosen and, as a participant, be a member of the International Research Project, we would like to give you the opportunity to get to know each other before actually starting the project by organizing a weekend for you. This weekend can be seen as a kick-off of the project. In this weekend we will do a lot of fun activities and you will be given the acquisition training.

Social Drinks MaEur

Next to the social part of the International Research Project itself, the Marketing Association Rotterdam also organizes a drink at the first Wednesday of each month. More information about those drinks will be announced on the website www.maeur.nl. So, keep an eye on this website. During those drinks you can also meet a lot of new people from other committees.

Facebook

Since we are dealing with approximately 30 students (including the committee) working on the project, we need efficient communication. Therefore, we have chosen to activate a Facebook group which is easily accessible for you all. You will be invited to this Facebook group by us. In this group we will make announcements, have discussions and upload pictures. So please, check this group regularly. When you are assigned to a specific team, we would recommend to have high intensive contact through email.

Contact details IRP committee members & Marketing Association Rotterdam

If you have a question, remark or recommendations about the project, the best way is to contact one of the committee members or to send an e-mail to our central e-mail address:

irp@maeur.nl.

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